



MEDIA RELEASE
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Introducing the New Uppercut Deluxe Wash Range

Australian born Men's grooming brand, Uppercut Deluxe, are excited to announce its newest addition to the line-up, a new and improved wash range.

The new range is a power packed line up of speciality wash products designed to cater to a broad range of hair concerns.

The Uppercut Deluxe wash range is made up of 5 different products, Strength & Restore Shampoo and Conditioner, Detox & Degrease Shampoo, Clear Scalp Shampoo, and 3-in-1 Wash.

The Uppercut Deluxe Product Team worked closely with the Ambassador Network and broader Barbering community to determine what the most common hair and scalp issues faced by men. The main issues concerns were clear, brittle, and damaged hair, oily hair and scalp and of course, dandruff.

The Uppercut Deluxe team set to work to design a range of products targeted to the issues, working closely with the team of chemists to create highly effective formulas using only the highest quality ingredients.

"For us, it is always important to create products that do what say they are going to do" Says Steve Purcell, Uppercut Deluxe Founder

"So, when we began work on the wash products, we set out researching the most effective ingredients and worked with our chemists to make sure maximise their efficiencies in our formulas."

After countless rounds of reformulations and months of testing, the Wash Range was perfected.

"The formulating and testing process is never easy but creating these wash products was especially hard – we were determined to get this right. And I'm stoked with the result.

"We've got the Strength & Restore Shampoo and Conditioners which use Biotin and Caffeine to help strengthen the hair, add moisture, and stimulate the scalp, which is perfect for guys with dry or flat hair.

"For anyone with especially oil hair or tough product build up, we designed a cleansing shampoo with charcoal which is Detox and Degrease Shampoo.

"3 in 1 Wash is great for anyone who is a bit more low fuss or low maintenance – my favourite part is that this doesn't sting your eyes!

"And then, our pride and joy in the range – Clear Scalp Shampoo, which uses Piroctone Olamine which is designed to target the actual route cause of dandruff. The feedback we've been getting on Clear Scalp is incredible."

The Uppercut Deluxe Wash Range will be available in all good barbershops and online from August 1.



ABOUT THE WASH RANGE

Strength & Restore Shampoo and Conditioner

Designed to strengthen and restore thin and lacklustre hair, this shampoo and conditioner pairing is infused with Biotin and Caffeine to promote healthy growth.

Key Ingredients:

BIOTIN

Biotin is a B Vitamin that is well known for its support benefits in boosting healthy hair growth. Hair strands contain a protein called Keratin, which needs amino acids to help hair remain strong and prevent it from becoming brittle and snapping. Biotin naturally reacts with enzymes in the hair cells that produce these amino acids which in result, promotes strong and healthy hair. It's basically a fertiliser for your hair!

CAFFEINE Coffee for your hair?! Caffeine earnt it's bragging rights by being a super stimulating ingredient that is a party for your scalp and follicles. It helps stimulate blood flow, which is important for maintaining a healthy root system.

Detox & Degrease Shampoo

Uppercut Deluxe Detox and Degrease Shampoo is a deep cleansing shampoo specially designed to remove stubborn product build-up. Contains a dual function complex that simultaneously emulsifies product and deep cleans the hair. With added Charcoal to cleanse the hair by breaking down and removing oil, dirt and product build up.

Key Ingredients

CHARCOAL When it comes to detoxification, Charcoal is the epitome of ingredients. Without diving into the entire library of benefits, we'll tell you why we use it... We've included Charcoal in this shampoo for its ability to give the hair a full reset; the charcoal draws oil, product build-up, and dead skin away from the scalp resulting in superior deep clean. Charcoal is also a natural deodoriser.

WAX REMOVAL COMPLEX Modelled off the 'oil attracts oil' science, Detox and Degrease Shampoo contains a proprietary blend of ingredients designed to emulsify and remove product build-up. The Wax Removal complex targets the stubborn base wax and oil ingredients of styling products that coat and cling to the hair, helping dissolve this build-up leaving the hair clean and ready for conditioning and styling.

Clear Scalp Shampoo

The ultimate in scalp clarity! Uppercut Deluxe Clear Scalp Shampoo is a specially designed treatment shampoo intended to reduce itching and flaking, while actively soothing the scalp. Clear Scalp contains Piroctone Olamine, a highly regarded active fungal fighting ingredient. Piroctone Olamine targets the root cause of irritation and flaky scalp conditions.

Finished with soothing moisturising agents, Uppercut Deluxe Clear Scalp Shampoo will leave your hair and scalp looking and feeling refreshed and clear.

Key Ingredients

PIRCOTONE OLAMINE Piroctone Olamine is touted as a miracle ingredient, widely praised by dermatologists and formulating chemists alike for its effectiveness against dandruff and scalp



conditions. Piroctone Olamine may help target the cause of dandruff rather than focussing on just removing it, helping to prevent future flakes. On top of that, unlike some other commonly used dandruff fighting actives, Piroctone Olamine is delivered in low irritant system, and does not have an oil removal element, allowing it to be used frequently without discomfort

3 in 1 Wash – Hair Face Body

Uppercut Deluxe 3 in 1 wash offers convenience without compromise and features a quality blend of ingredients for a gentle wash product that will become a bathroom staple for hair, face, and body. The all-in-one wash product was designed for the no fuss guy that wants the job done quickly and easily.

3 in 1 Wash creates a thick lather and the added coconut oil will leave your skin feeling smooth, hydrated, and revitalised. Finished with our insanely popular Bay Rum fragrance, you'll never wash yourself with anything else

Key Elements

Multi-Function

Won't irritate eyes

Coconut Oil for hydration

Notes to Editors:

Inspired by the classics, made for the modern, and born from a counterculture that sets us apart. Uppercut Deluxe is a premium men's grooming brand created by Australian barbers to inspire style for men worldwide.

The core range of Uppercut Deluxe products includes:

STYLE

Styling Powder

Salt Spray

Foam Tonic

Deluxe Pomade

Matte Pomade

Easy Hold

Featherweight

Clay

Monster Hold

BEARD

Beard Balm

Beard Oil

WASH

Strength & Restore Shampoo

Strength & Restore Conditioner

Detox & Degrease Shampoo

Clear Scalp Shampoo

3 in 1 Wash

ACCESSORIES

Wash Bag

Quiff Roller



Combs