

BEARD BALM

DAVID MALLETT

14 rue Notre Dame des Victoires

75002 Paris



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David Mallett is happy to announce the newest addition to his haircare portfolio, and the first product developed for his male clientele. The David Mallett **BEARD BALM** was designed for one reason - to make beards look and feel wonderful.

After being asked by male clients about beard grooming products, David did a ton of research and was unable to find anything of sufficiently high quality on the market. So he decided to develop his own, in conjunction with the same state-of-the-art laboratory which develops all his products.

Here's the thing. Facial hair suffers when it is not well conditioned - it becomes lifeless, dull and shapeless. The David Mallett Beard Balm will remove the straggle from facial hair and replace it with softness, texture and definition. You'll feel fresh, slick, and magnificent.

David Mallett Beard Balm can be used whenever needed, especially after washing the face. In particularly hot or cold weather conditions, it can be applied more often.

As a daily treatment, you just comb a small amount of beard balm through facial hair. As a weekly deep conditioning treatment, you can apply a generous amount of balm to the beard and wait for 5 to 10 minutes to allow it to deeply penetrate, then rinse.

David Mallett Beard Balm uses high-quality active ingredients, and keeps additional components to a minimum, making it suitable for even the most sensitive skin. The key ingredient is Keravis, a powerful vegetable protein which gives deep penetration and strength. The product contains a very mild scent combination of bergamot and yuzu to freshen the beard but which has been carefully designed not to overpower or compete with fragrances.

It is now available for the first time at the David Mallett Hair Salon in Paris, at retail in limited locations worldwide, and online at shop.david-mallett.com.

This is the first product from the David Mallett men's range. Let us know how you enjoy it.



75 ml - 25 €

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