

Homme

For the needs of male skin and hair

La Biosthétique Homme offers targeted care for the special needs of male skin and hair. Natural ingredients and mineral energy have a cleansing, caring and strengthening effect all at the same time.

La Biosthétique Homme stands for uncompromising performance, modern style and feeling assured that you are doing the very best for you and your appearance, day after day. The series offers a complete care routine — from cleansing and shaving to moisture care and right through to hair and beard styling — developed for the special needs of male skin and hair. High-performance multitasking formulations with natural active ingredients and mineral energy activate the cells, strengthen the skin and hair and provide a noticeably healthier appearance. Each product is convincing in its own way and when combined, they achieve maximum performance. The care ritual is rounded off by the series' unmistakable masculine scent: fresh, earthy, woody and deep. *La Biosthétique Homme* — daily care for energy, strength and individual styling.



It's a man thing.

| PRODUCTS | ART. NO. | RETAIL PRODUCT SALON PRODUCT |
|--|------------------|--------------------------------------|
| HAIR CARE | | |
| Energising Scalp Tonic Invigorating tonic for the scalp | 003315 113822 | Bottle, 150 ml Bottle, 150 ml |
| Fiber Paste Flexible styling cream for remodelling with a silky matte finish | 110671 113865 | Tube, 100 ml Tube, 100 ml |
| Styling Gel Hydrating styling gel for extremely strong hold | 110513 113524 | Tube, 100 ml Tube, 100 ml |
| Matt Grip Paste Styling paste for grip and a flexible, shapeable texture with a matte finish | 110008 113531 | Pot, 75 ml Pot, 75 ml |
| Texture Pomade Water-based pomade for a soft texture with a silky matte finish | 110216 113546 | Pot, 75 ml Pot, 75 ml |
| SKIN CARE | | |
| Energising Hair & Body Wash Invigorating shower gel for the hair and body | 003968 005575 | Bottle, 250 ml Bottle, 500 ml |
| Deodorant Spray Antiperspirant with a lasting effect | 003996 — | Bottle, 100 ml — |
| Shaving Cream Caring shaving cream with soft foam | 003255 005519 | Tube, 75 ml Tube, 75 ml |
| Energising Face Care Invigorating facial care | 003904 005588 | Dispenser, 50 ml Dispenser, 50 ml |
| Beard Oil Nourishing beard oil for a strong, soft beard | 003932 005595 | Bottle, 30 ml Bottle, 30 ml |
| Eau de Toilette Fragrance for men | 003775 005611 | Bottle, 50 ml Bottle, 50 ml |

LA BIOSTHETIQUE®
PARIS

Homme

SCALP CARE

Energising
Scalp Tonic

Tonique revitalisant
pour le cuir chevelu

Belebendes
Kopfhaut Tonic

150 ml e 5.0 fl.oz.

ENERGISING SCALP TONIC

The cooling lotion invigorates the scalp, activates its natural functions and therefore supports hair growth and hair density – for a scalp that feels fresh and healthy.

A well-cared-for scalp with good circulation is the basis for strong, full hair. In order to function perfectly, the hair roots need energy, nutrients and protection against external stress.

The mineral complex activates the energy of the skin cells and supports their natural functions. Caffeine and taurine stimulate microcirculation, promote the supply of nutrients to the hair follicle and improve the

hydration of the scalp. At the same time, cell activity is stimulated, which establishes the ideal prerequisites for healthy hair growth.

As a daily care product, *Energising Scalp Tonic* strengthens the scalp, activates the cells and therefore supports hair growth and hair density. The light lotion is rapidly absorbed, leaves no residue and has a pleasantly cooling freshness effect thanks to menthol.

PRODUCT TYPE
Scalp lotion

RETAIL PRODUCT
Bottle, 150 ml

SALON PRODUCT
Bottle, 150 ml

Ingredients

- *Active ingredient complex of minerals*: supplies the scalp with important minerals, activates tired cells and improves their performance.
- *Taurine complex*: noticeably provides new energy, has an intense hydrating effect and strengthens the scalp.
- *Caffeine*: activates microcirculation, promotes the supply of nutrients to the hair roots and therefore supports natural hair growth.

Application

After washing the hair, apply to the scalp along the parting. Do not rinse out.
Energising Hair & Body Wash is ideal for cleansing and perfectly preparing the scalp.

Consultation

- *Menthol instantly refreshes the scalp and makes it feel invigorated.*
- *Minerals, caffeine and taurine support hair growth and promote fuller, stronger hair.*
- *Ideal for daily scalp care and to strengthen the hair roots.*

LA BIOSTHETIQUE®
PARIS

Homme

STYLING

Fiber Paste

Crème de coiffage
pour une tenue flexible

Styling Creme
für flexiblen Halt

100 ml e 3.38 fl.oz.

FIBER PASTE

Fiber Paste enables flexible styles that can be remodelled at any time. The softly melting styling cream accentuates individual sections or defines the entire hairstyle with elastic hold and a natural, silky matte finish.

If you do not want to stick with one look, you need a styling product that defines and shapes yet remains so elastic that the style can be changed at any time. The softly melting *Fiber Paste* can be distributed easily and without any residue. It accentuates individual sections or gives the entire hairstyle flexible structure, definition and a silky matte finish. Its creamy texture

does not harden and enables perfectly shapeable looks that can be remodelled time and time again. Flyaway hair is tamed reliably, without stickiness. The style keeps its shape, yet can be remodelled as and when you wish. The natural silky matte finish gives even the most eccentric looks a natural appearance.

PRODUCT TYPE
Styling paste

RETAIL PRODUCT
Tube, 100 ml

SALON PRODUCT
Tube, 100 ml

Application

Depending on the desired effect, distribute in sections of or throughout dry or still slightly damp hair. Shape or remodel as desired.

Consultation

- *The softly melting texture of Fiber Paste creates defined yet elastic hold.*
- *It can be easily distributed in the hair, does not harden and remains shapeable at all times.*
- *It provides a well-cared-for structure and a silky matte finish.*
- *Flyaway hair is tamed reliably.*

For freestylers.

LA BIOSTHETIQUE®
PARIS

Homme

STYLING

Styling Gel

Gel coiffant
fixant

Festigendes
Styling Gel

100 ml e 3.38 fl.oz.

STYLING GEL

Styling Gel with hydrating algae extract reliably fixes hairstyles in place and provides extremely strong hold and shine — even during sport and in hot or damp weather.

An active lifestyle and variable weather conditions demand a styling product that doesn't back down. Sweat, moisture or wind can quickly ruin the shape of even perfectly styled looks.

Homme Styling Gel relies on a high-quality marine algae extract that supplies the hair with intense moisture and forms a flexible protective film. This film

makes the style resistant against external influences and gives the hair natural softness.

Whether creative or classic, the look stays in place and is given a naturally shiny finish. The gel can be easily worked into the hair and brushed out just as easily, without leaving any residue.

PRODUCT TYPE
Styling gel

RETAIL PRODUCT
Tube, 100 ml

SALON PRODUCT
Tube, 100 ml

Ingredients

- *Marine algae extract (Chlorella vulgaris) and algin*: supply moisture, strengthen the hair and form a protective film that makes the style more resistant against external influences.

Application

Depending on the desired effect, work into sections or all of dry or slightly damp hair, then style the hair.

Consultation

- *Styling Gel offers extremely strong, resistant hold.*
- *Your style stays in shape, even during sport and damp weather.*
- *The gel can be easily worked into the hair and brushed out again without any problems.*
- *It is suitable for both creative and classic gel looks with natural shine.*

Simply strong!

LA BIOSTHETIQUE®
PARIS

STYLING
Matt Grip
Paste

MATT GRIP PASTE

The styling paste with active charcoal creates voluminous looks with grip and a matte undone texture that can be flexibly modelled.

Many men prefer looks that appear effortless: with a casual undone texture, natural volume, a matte, masculine finish and no visible product residue.

This is precisely what the creamy and powdery *Matt Grip Paste* achieves. Glycerine supplies the hair with moisture, while active charcoal binds excess sebum and provides a matte finish. Carnauba wax and

beeswax structure the hair and provide light to medium hold that can be flexibly varied depending on the amount of product used.

The hair maintains noticeable grip and natural volume, while the style remains flexible and can be reshaped as and when you wish. *Matt Grip Paste* leaves no residue and is easy to wash out.

PRODUCT TYPE
Styling paste

RETAIL PRODUCT
Pot, 75 ml

SALON PRODUCT
Pot, 75 ml

Ingredients

- *Beeswax*: provides flexible hold and natural, silky matte shine.
- *Active charcoal*: binds excess sebum and provides a clear, matte and well-cared-for finish.
- *Glycerine*: supplies moisture and keeps the hair pleasantly soft.

Application

Work into dry or damp hair.

Consultation

- *Matt Grip Paste gives the look casual texture and a matte finish.*
- *It provides noticeable grip and volume.*
- *The style is given light to medium hold and can be flexibly restyled.*

A matter of definition.

LA BIOSTHETIQUE®
PARIS

STYLING
Texture
Pomade

TEXTURE POMADE

Water-based and uncomplicated: The modern pomade creates flexible styles that can be remodelled with natural texture, buildable hold and a silky matte to matte finish.

Classic pomades often look greasy, weigh down the hair and are difficult to wash out. As a result, they give the hair oily shine instead of natural structure and style control.

The water-based *Texture Pomade* can be worked into the hair easily and virtually invisibly. The pomade contains sugar and amino acid surfactants that enable it to be easily washed out with water. Lipoamino acid strengthens and cares for the hair, while beeswax

provides medium hold and a modern, silky matte finish.

The amount of product used determines the strength of the hold and the matte effect: from medium to strong and from subtly silky matte to matte. The style remains flexible and can be reshaped or refreshed at any time — without leaving any residue or weighing down the hair.

PRODUCT TYPE
Pomade

RETAIL PRODUCT
Pot, 75 ml

SALON PRODUCT
Pot, 75 ml

Ingredients

- *Lipoamino acid*: cares for and strengthens the hair without weighing it down.
- *Sugar and amino acid surfactants*: enable the pomade to be easily washed out with water.

Application

Work into dry or damp hair.

Tip: Applying the pomade to damp hair amplifies the texturised effect.

Consultation

- *Texture Pomade provides a natural, casual texture with a silky matte to matte finish.*
- *It offers buildable hold: from medium to strong.*
- *Thanks to its water-based formulation, the pomade can be rapidly worked into the hair and washed out easily with water.*



LA BIOSTHETIQUE®
PARIS

Homme

HAIR & SKIN
CARE

Energising
Hair & Body
Wash

Gel douche vivifiant pour
les cheveux et le corps

Belebendes Duschgel für
Haar und Körper

250ml e 8.4fl.oz.

ENERGISING HAIR & BODY WASH

The refreshing, energising gel cleanses the body, hair and beard particularly gently, cares for the skin while showering, makes the hair and beard soft and provides reliable protection against dehydration.

After sport, while travelling or when in a rush in the morning, you don't want to juggle a multitude of products. Nevertheless, the skin, hair and beard need to be thoroughly cleansed, well cared for and protected against dehydration.

Energising Hair & Body Wash has a particularly gentle cleansing effect thanks to mild plant surfactants. Algae-based active ingredients and sea water rich in minerals supply intense moisture and strengthen the skin barrier. Betaine from sugar beet binds mois-

ture in the skin and hair to provide reliable protection against dryness. Minerals such as magnesium, zinc and copper activate the cell energy, while caffeine stimulates microcirculation and supports hair growth. The skin is given an instant energy boost and looks smooth and relaxed. The hair is made softer, less brittle and more voluminous, and the beard is left feeling soft and well cared for. The aromatically masculine *Homme* scent rounds off the invigorating care experience.

PRODUCT TYPE
Shower gel

RETAIL PRODUCT
Bottle, 250 ml

SALON PRODUCT
Bottle, 500 ml

Ingredients

- *Active ingredient complex of minerals*: supplies the skin and scalp with important minerals, activates tired cells and improves their performance.
- *Taurine complex*: noticeably provides new energy, has an intense hydrating effect and strengthens the skin and scalp.
- *Caffeine*: activates microcirculation, has an antioxidant effect and protects the skin against stress.
- *Betaine from sugar beet*: strengthens the skin barrier and protects against moisture loss. Hydrates the hair, smooths it and controls frizz.
- *Lipid complex*: calms and cares for the skin and supplies it with moisture. Supports the formation of the natural lipid layer for a soft, relaxed skin sensation.
- *Polysaccharide from red algae*: supplies intense moisture, strengthens the skin barrier and leaves the skin feeling smoother and softer. Hydrates the hair, protects it from drying out and makes it soft.

Application

Apply to the hair, beard and body skin, lather, then rinse off.

Ideal in combination with *Energising Face Care*, *Deodorant Spray* and *Shaving Cream* for a complete care routine.

Consultation

- *Energising Hair & Body Wash cleanses the body, hair and beard with just one product — rapidly and effectively.*
- *It provides care while you take a shower, supplies moisture and protects against dehydration.*
- *The wash is ideal for use after sport or when in a rush in the morning.*

All in one.



LA BIOTHETIQUE®
PARIS

Homme

SKIN CARE

Deodorant
Spray

Déodorant
spray

Deodorant Spray

100 ml e 3.38 fl.oz.

DEODORANT SPRAY

The antiperspirant for daily application offers up to 24 hours of reliable protection against underarm sweat and body odour. It is a high-performance, skin-friendly and pleasantly fresh solution.

Underarm sweat and body odour can have a significantly negative impact on a person's well-being and lead to a lack of confidence in day-to-day life. Many deodorants become less effective throughout the day, causing the feeling of freshness and control to disappear.

The effective antiperspirant ingredient reliably inhibits excessive sweat formation for up to 24 hours.

Ethylhexyl glycerine tackles bacteria that cause body odour, improves skin tolerance and supplies moisture. Once sprayed on, the high-performance *Deodorant Spray* keeps you pleasantly dry and fresh — all day long. It leaves the skin feeling well cared for with no sticky film and accompanied by the subtle masculine *Homme* scent.

PRODUCT TYPE
Deodorant

RETAIL PRODUCT
Bottle, 100 ml

Ingredients

- *Aluminium chlorohydrate*: has a reliable antiperspirant effect and controls excessive perspiration for up to 24 hours.
- *Ethylhexyl glycerine*: inhibits bacteria that cause body odour, improves skin tolerance and supplies moisture.

Application

After showering or washing, spray 1–2 pumps onto the dry underarms from a distance of approx. 20 cm. Do not apply to freshly shaved skin. A single daily application is all you need.

Ideal in combination with *Energising Hair & Body Wash*.

Consultation

- *Deodorant Spray provides reliable protection against underarm sweat and body odour for up to 24 hours.*
- *It is very skin-friendly and leaves no residue on the skin or clothes.*
- *It provides a fresh, masculine scent that lasts all day long.*

Non-stop freshness.

LA BIOTHETIQUE®
PARIS

Homme

SKIN CARE

Shaving Cream

Crème à raser
Rasiercreme

75g e 2.64oz.

SHAVING CREAM

The caring shaving cream forms a creamy and soft foam that ideally prepares the beard hair, makes shaving noticeably gentler and leaves the skin feeling smooth and soft. It is suitable for all skin types.

The right preparation is essential for thorough wet shaving. The beard hair needs to be soft, and the skin has to be well protected to prevent the threat of irritations, redness and an uneven result. A good shaving foam reduces friction and makes it easier for the blade to glide smoothly over the skin.

A little bit of *Homme Shaving Cream* goes a long way! It can be lathered to form a creamy foam that makes

beard hair soft and coats the skin with a protective film. Natural beeswax smooths the skin and reduces friction, while glycerine supplies moisture and has a calming effect.

The blade glides particularly gently over the skin, irritations are reduced, and the shaving result is even and thorough. After shaving, the skin feels smooth, soft and relaxed without any tightness or dryness.

PRODUCT TYPE
Shaving cream

RETAIL PRODUCT
Tube, 75 ml

SALON PRODUCT
Tube, 75 ml

Ingredients

- *Glycerine*: supplies moisture and keeps the skin pleasantly soft.
- *Beeswax*: forms a protective film, smooths the skin and makes it soft.

Application

Use your fingers or a shaving brush to apply the cream to cleansed, damp skin and lather.
Ideal in combination with *Energising Face Care*.

Consultation

- *Shaving Cream perfectly softens the beard hair and makes shaving noticeably more gentle.*
- *The creamy foam reduces friction and minimises irritation.*
- *Beeswax coats the skin like a protective film and minimises irritation.*
- *Glycerine supplies moisture and prevents dryness after shaving.*

Smooth and well cared for.



LA BIOTHETIQUE®
PARIS

Homme

SKIN CARE

Energising
Face Care

Soin du
visage vivifiant

Belebende
Gesichtspflege

50ml e 1.69 fl.oz.

ENERGISING FACE CARE

The invigorating, hydrating facial care product with an instant and lasting effect for a smoother, revitalised and completely fresh complexion.

Men's skin is naturally thicker and oilier and therefore needs care products that are rapidly absorbed, have an intensive hydrating effect and reliably support the natural skin functions. Tiredness, stress and external influences also make men's skin look sallow quicker. A mineral complex acts as an energy booster for the cells and helps the skin combat signs of tiredness. Taurine provides additional energy, while hyaluronic acid and Acacia senegal gum supply the skin with

intense moisture and instantly smooth it. Red sea grass and an algae extract strengthen the hydrolipid film, protect the skin from drying out and leave it feeling soft and well cared for.

The skin instantly looks smoother, fresher and more awake. The appearance of fine lines is reduced, and the skin is provided with a long-lasting moisture supply and feels pleasantly soft, healthy and resistant all day long.

PRODUCT TYPE
Care emulsion

RETAIL PRODUCT
Dispenser, 50 ml

SALON PRODUCT
Dispenser, 50 ml

Ingredients

- *Active ingredient complex of minerals*: supplies the skin with important minerals, activates tired cells and improves their performance.
- *Taurine complex*: noticeably provides new energy, has an intense hydrating effect and strengthens the skin. Signs of tiredness are reduced, and the skin instantly looks fresher and healthier.
- *Red sea grass and algae extract*: visibly smooth the skin, protect it against external influences and reliably prevent it from drying out. Have a revitalising effect and strengthen the skin barrier.
- *Hyaluronic acid*: supplies intense moisture and locks it in the skin. Has a smoothing effect, fills dryness lines and improves the softness and elasticity of the skin.
- *Acacia senegal gum*: has an instant smoothing effect for a fresher complexion. Binds moisture and immediately makes the skin look more relaxed.
- *Bisabolol*: calms the skin, soothes irritations and protects against redness. Strengthens the skin barrier and supplies soothing moisture.

Application

After shaving and cleansing, distribute evenly on the facial skin and leave to take effect.

Ideal in combination with *Energising Hair & Body Wash* and *Homme Shaving Cream*.

Consultation

- *The light, rapidly absorbed care product instantly revitalises the skin and keeps it fresh all day long.*
- *It supplies intense moisture and balances out signs of tiredness.*
- *It is rapidly absorbed and it is ideal for an uncomplicated daily care routine.*

An invigorating energy
and moisture boost.



LA BIOTHETIQUE®
PARIS

Homme

SKIN CARE
Beard Oil

Huile à barbe
Bortol

50 ml e 1.01 fl.oz.

A carefully coordinated mix of plant oils supplies the beard and skin with important nutrients for a beard that looks and feels soft, strong and well cared for.

A beard only looks well cared for when it stays soft, does not itch and contains no dry skin scales, regardless of whether it is trimmed short or full and long. Without correct care, beard hair can become brittle and the skin underneath can react with irritations. *Beard Oil* combines conditioning oils such as castor oil, rapeseed oil and Kalahari melon seed oil. They strengthen the skin barrier, lock in moisture and make

the hair soft. Bisabolol calms, and vitamin E has an antioxidative effect. Plant extracts from safflower and hibiscus support skin circulation and promote even beard growth.

Beard hair becomes soft, well cared for and easy to shape. The skin underneath is calmed, and irritations and itchiness are reduced. The beard looks fuller and stronger and is given natural, well-cared-for shine.

PRODUCT TYPE
Beard oil

RETAIL PRODUCT
Bottle, 30 ml

SALON PRODUCT
Bottle, 30 ml

Ingredients

- *Castor oil, rapeseed oil and Kalahari melon seed oil*: the combination of nourishing oils is rich in important vitamins, unsaturated fatty acids and antioxidants. It strengthens the skin barrier, protects against moisture loss and gives the skin and beard hair softness and natural shine.
- *Bisabolol*: calms the skin, soothes irritations and protects against redness. Strengthens the skin barrier and supplies soothing moisture.
- *Safflower and hibiscus*: the plant complex promotes circulation, supports strong beard growth and calms stressed skin. It reduces oxidative stress and leaves the skin and beard feeling healthier.

Application

Distribute a few drops in the palms of your hands, then gently massage into the beard. The oil should remain in the beard.

Consultation

- *Beard Oil cares for beard hair and the skin underneath — with simple daily application.*
- *It makes the beard soft, smooth and easy to shape.*
- *It calms the skin and reduces itchiness and irritations.*
- *It gives the beard natural shine and a well-cared-for, fuller appearance.*
- *Natural active ingredients support healthy beard growth.*

The beard in top shape.



EAU DE TOILETTE

The masculine eau de toilette is a fascinating composition of powerful, soft and elegant scent components.

A good fragrance for men should be unmistakable without wanting to take centre stage. It should underline its wearer's personality, accompany him throughout the day and provide an elegant, masculine note — individual and complementing the wearer's character.

Homme Eau de Toilette features a fascinating and extraordinary scent composition. It is fresh, green, spicy and only slightly floral and it has a woody base note rich in tonka bean, leather and musk. The fresh note is composed of bergamot, juniper, pink

pepper, lime and grapefruit, perfectly harmonised with the soft heart note of water lily, orchid, jasmine, clary sage and rose. A masculine base note of warm, earthy scents of vanilla, cashmere wood, cedarwood, moss, musk and ambergris completes the perfume.

Created by none other than the internationally renowned perfume designer Geza Schön, *Homme Eau de Toilette* gives the individual male personality olfactory expression and is the perfect addition to the *Homme* series of men's care products by *La Biothétique*.

PRODUCT TYPE
Eau de toilette

RETAIL PRODUCT
Bottle, 50 ml

SALON PRODUCT
Bottle, 50 ml

Application

Spray onto the pulse points on the wrists, neck or nape from a distance of approximately 20 cm.

The scents of the *Homme* skin and hair care products and the series' shaving and styling products harmonise perfectly with *Eau de Toilette* to provide a holistic care and fragrance experience.

Consultation

- *Homme Eau de Toilette is a creation by the perfume designer Geza Schön.*
- *It contains high-quality scent essences with a long-lasting presence.*

A masterful
scent composition.