

# MEET THE AUSTRALIAN BRAND THAT HAS COMBINED SCIENCE WITH STYLE TO CREATE A PRODUCT THAT ENCOURAGES HAIR REGROWTH, WHILE MAKING YOU LOOK AWESOME.

Introducing Mr Hawke Flex Pomade - the next generation in Men's Grooming

## MEDIA RELEASE

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MR HAWKE REVOLUTIONISES MEN'S GROOMING - MEET THE AUSTRALIAN BRAND THAT HAS COMBINED SCIENCE WITH STYLE TO CREATE A PRODUCT THAT ENCOURAGES HAIR REGROWTH, WHILE MAKING YOU LOOK AWESOME.

Meet Mr Hawke - the Brisbane born men's grooming brand turning heads across the globe. Mr Hawke bridges the gap between the overly groomed pretty boy and the guy who doesn't want to look like he bothered. He's for the man who is confident enough in his masculinity to pay attention to his appearance, but deep down knows he might just need a little extra help to keep on looking awesome.

The Brand's first product, Mr Hawke Flex Pomade is a malleable, non-plasticised, flexible pomade designed for men. Packaged in a custom designed modern utility box, that exudes sophisticated industrial character - just like the man its made for. Oh, and did we mention it's actually good for your hair?

Mr Hawke Flex Pomade was born out of frustration. Frustration that nothing in the market could be used to truly benefit and improve the condition of mens hair - those men that needed a little something extra from their styling products to help deal with the all too common problem of thinning or damaged hair.

A complex of ingredients known to repair damage, help clean and condition the scalp, all while thickening the hair follicle, have been combined with some of the finest Australian sourced ingredients to create the perfect styling product for any man concerned with his appearance.

The blend of science and performance is what makes Mr Hawke Flex Pomade truly unique. Designed primarily in the barbershop, Mr Hawke Flex Pomade breaks with convention by being a genuine performer across a multitude of hair types and styles - gone are the days of needing different Pomades to finish different hairstyles.

Mr Hawke founder and CEO, Paul Duggan says -

"We set out to create the world's best pomade. Its bloody early days, but we've been blown away by feedback from Barbers, Stylists, Consumers and Friends alike. To a man, they think we've nailed it".

"Mr Hawke launched quietly in November 2017 and we're seeing huge double and triple digit growth each and every month as word gets out about how amazing this product is. We're shipping web orders to new countries around the globe almost daily"

"Its only in the last 12 months that the technology has developed far enough to make a product like this possible. It really is cutting edge stuff and totally unique to this industry sector."

Mr Hawke Flex Pomade features & benefits include:

Water soluble, making it easy to rinse out

Mid to High hold, while being flexible and remouldable throughout the day

Natural shine, allowing the natural lustre to

Stunningly fragranced, with hints of Bergamot, Cedar, Musk & Sage.

Contains MHRF (Mr Hawke Rescue Formula), engineered specifically to repair damage, lock in moisture and reinforce mens hair.

Suitable for all hair types and lengths, while being particularly effective on guys with thinner hair.

Smooth, creamy texture allows for easy spreading and working through the hair.

Easy to use for experienced groomers, through to first timers.

Works well when applied to dry, or towel dried hair and can be styled easily with a comb or fingers.

Mr Hawke Flex Pomade RRP is \$44 AUD / \$49 NZD / \$35 USD / £27 GBP / €29 EUR and is available through [www.mrhawke.com](http://www.mrhawke.com) and selected high-end retailers.

Available in one size - 75gm

Insights:

More than 60% of men experience some sort of hair loss in their lifetime. And the results can be quite devastating. Caused by genetics, stress, or any one of a multitude of other factors, the key to treating the issue is moving quickly - not every man out there wants to shave his head, wear a hat or embrace the old 'skirted egg' for the rest of his life.

The men's grooming industry has missed the point. All these years, they've been trying to sell the promise of making you more attractive, more clever and more successful. What a load of crap. We're here to help with your hair. We can't take credit for anything else you achieve (much as we'd like to).

Every man believes that contained within his spectacular self is untapped genius, talent, skill and the potential to be a triple threat at whatever he decides to lend his hand to. Mr Hawke is here to augment your already overwhelming awesomeness with great hair.

We could probably make our product more cheaply overseas. But we're committed to making great products in Australia because we love it here. We firmly believe high quality products, that leverage Australia's unique skills, experience and ingredients represent the future for Australian manufacturing.

We use a lot of Australian ingredients. These help to make Mr Hawke entirely bespoke and unique.

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