

Cita Lieta
cosmetics

MEN'S GROOMING

Cover for all the grooming bases starting from skincare till beard products



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Regular routines of skin and hair care no longer just apply to women who are concerned about appearance and well-being, as modern men have also shown increased interest in their looks.

Every self-respecting man wants to look well-groomed and visually attractive with clean and moisturized skin, shiny hair, and well-groomed hands.

This is also confirmed by the Spanish National Perfumery and Cosmetics Association, which conducted a survey where 61% of men said that they felt more attractive when properly groomed.

This is clearly a key factor for better self-esteem and self-confidence, and thus more beneficial for both career development and private life.

Although men do not want to spend a lot of money on body care products, they prefer products that can not be bought in every grocery store. Men also prefer to choose products that are multifunctional and easy-to-use, with masculine aesthetics.



WASHING AND BODY CARE PRODUCTS

Every man wants to feel clean and smell good all day long. We have developed body care products that are specially created for men's skin, being aware that it differs from women's skin in many different ways.

Men's skin is 25% thicker, so it is also more durable; it contains more collagen and elastin, but men's skin is much oilier than women's, so it is more prone to acne, enlarged pores and sweating.

1. Hair and body wash 250 ml

Main ingredients: Argan oil, Aloe Extract, Juniper Extract, Provitamin B5

2. Intim Soap 250 ml

Main ingredients: Aloe Leaf Extract, Camomile Extract, Calendula Extract

3. Deo cream 75 g

Main ingredients: Corn Starch, Shea Butter, Coconut oil, Tea tree oil

4. Shower gel 250 ml

Main ingredients: Aloe Leaf Extract, Provitamin B5

5. Creamy scrub 200 g

Main ingredients: Cocoa Butter, Apricot Seed Powder



FACIAL CARE PRODUCTS

Facial skin clearly is the most visible part of the skin, so it is most exposed to external influences. It is seen by everyone on a daily basis, so every facial imperfection is noticeable, that can eventually lead to low self-esteem.

For men, the condition of the facial skin is further aggravated (in addition to its external factors) by regular shaving, which leads to skin irritations, ingrown hairs and acne.

We have created a facial skincare starter kit that consists of four products for simple and effective skin care, so men can enjoy the look of a youthful and healthy facial skin for even longer.

1. Eye Cream 15 ml

Main ingredients: Sweet Almond oil, Argan oil, Cydonia Seed Extract

2. Face Cream 50 ml

Main ingredients: Avocado oil, Coconut oil, Sunflower Seed oil, Spirulina Extract

3. Eye serum 15 ml

Main ingredients: Gotu Kola Extract, Persian Silk Tree Bark Extract, Niacinamide (Vitamin B3), Caffeine, Peptides

4. Exfoliating facial cleaner 250 ml

Main ingredients: Lactic Acid, Apricot Seed Powder



HAIR CARE PRODUCTS

There is no real difference between male and female hair. The only difference lies in the way how men and women manage their hair. Males typically go to no-fuss route of air-drying, but they use hair styling products and pop into the salon more often for the latest haircut trends.

In recent years men hair care and hairstyling has become more difficult and it has led to increased interest about hair care and styling products.

We understand how important it is to make hair care routine simple, so our motto is – “No time to waste”. Hair care products that are easy to use, simple and effective.

1. Shampoo 250 ml

Main ingredients:
Provitamin B5, Chamomile extract

2. Hair Wax 100 g

Main ingredients: Shea butter, Beeswax

3. Matte Paste 150 g

Main ingredients: Koalin clay

4. Sea salt spray 250 ml

Main ingredients:
Sea salt, Provitamin B5, Aloe Leaf Extract



BEARD CARE PRODUCTS

It may be endlessly discussed, adored and debated, but the beard is here to stay. Especially with in recent years fast-growing trend No-Shave November which symbolizes masculinity.

Men are getting passionate about their beards, but like skin and hair, beard also needs to be taken care of and that's where beard care products came in.

To keep beard looking good and healthy, there is a need to use products that keep beard from looking messy and dishevelled.



1. Beard balm 150 g

Main ingredients: Provitamin B5, Aloe Leaf Extract, Sweet Almond oil, Sunflower Seed oil

2. Beard oil 30 ml

Main ingredients:
Jojoba oil, Argan oil, Macadamia Seed oil



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SHAVING AND AFTERSHAVE PRODUCTS

Shaving is a daily routine for men all over the world, but at the same time one of the biggest causes of skin irritation.

Often the biggest mistake is the wrong choice of shaving and aftershave products. It is important to choose high-quality shaving products and use aftershave products that moisturize and soothe irritated skin.

1. After Shave lotion 100 ml

Main ingredients: Avocado oil, Provitamin B5, Sunflower Seed oil, Juniper extract

2. Shaving lotion 250 ml

Main ingredients: Avocado oil, Provitamin B5, Juniper extract, Vitamin C

3. Solid Shaving bar 55 g

Main ingredients: Cocoa butter, Provitamin B5, Juniper extract

4. Shaving cream 200 g

Main ingredients: Avocado oil, Provitamin B5, Aloe Leaf extract, Juniper extract



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