The unique ingredient behind SK-II products was discovered at a sake brewery in Japan, where scientists noticed that the hands of elderly workers—which came into constant contact with the sake fermentation process—were extraordinarily soft and youthful-looking. After years of research, scientists isolated a naturally derived liquid from the yeast fermentation process.

SK-II Men FTE contains 50 essential skin nutrients that help promote the renewal of skin’s outer layer.

With regular use, FTE helps restore skin’s natural moisture and elasticity, and improves appearance by making skin look more radiant and even toned.

The light lotion is quickly absorbed into skin, leaving skin looking clean and smooth.

A hint of cooling sensation enhances the experience.

In addition to SK-II Men FTE, the product line launch includes SK-II Men Moisturizing Cleanser and SK-II Men Age Revitalizing Moisturizer.

With the launch of SK-II Men Facial Treatment Essence (FTE), P&G enters the prestige male skincare category and becomes the only prestige skincare brand priced similarly to boutique skincare products for women. SK-II Men FTE helps revitalize skin, making it look clearer and more vibrant in just 14 days.

SK-II Men Facial Treatment Essence addresses multiple skin concerns specific to men, and has a lighter texture developed especially for men’s skin:

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- SK-II Men FTE contains 50 essential skin nutrients that help promote the renewal of skin’s outer layer.
About the SK-II MEN Technology:

SK-II Men products are tailored to the special needs of men’s skin and build on advanced technologies from P&G’s skincare products for women.

• SK-II Men Facial Treatment Essence is a clear lotion that contains more than 90% Pitera™ – a blend of vitamins, amino acids, minerals and organic acids derived from a unique yeast fermentation process that works together to promote skin’s natural surface rejuvenation process, helping to enhance the renewal of the skin’s outer layer.

• Similar in composition to the skin’s natural moisture-keeping factor, this yeast ferment filtrate has been proven in laboratory tests to increase the metabolism of skin cells, thereby restoring the skin renewal cycle.

• Key clinical testing was performed by the Korean clinical test agency authorized by Korean Government, which provided independent, third-party verification of SK-II Men’s superior skin care claims.

Availability:

Launched in Korea in October 2011, SK-II Men Facial Treatment Essence, SK-II Men Moisturizing Cleanser and SK-II Men Age Revitalizing Moisturizer products are now available at retailers in Hong Kong and Taiwan. Additional SK-II Men products are in development to provide men with a complete skincare regimen.