

# Clinique Skin Supplies for Men launches new website Cliniqueformen.co.uk

CLINIQUE

Allergy Tested. 100% Fragrance Free.



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Industry: [Retail](#)

**Press Release Summary: Clinique, a leader in skin care for men with their own Skin Supplies for Men range has launched Cliniqueformen.co.uk, an ecommerce website tailored to delivering the best in skin care, grooming and shaving advice for men**

Press Release Body: Clinique launch new website dedicated to a men's skin care.

[Clinique Skin Supplies for Men](#) at the forefront of men's skin care, shaving and grooming has launched the only stand alone brand website dedicated to a [mens skin care](#) and grooming range, [www.cliniqueformen.co.uk](http://www.cliniqueformen.co.uk).

[Cliniqueformen.co.uk](http://Cliniqueformen.co.uk) offers men the easiest way to shop for their Skin Supplies for Men favourites or find the ideal products for their skin concerns through practical skin care advice from Clinique experts. The new website is packed with skin care tips and guidance so every man can ensure they use the custom-fit skin care and shaving routine that is right for their skin type.

The online skin type tool allows men to discover their skin type and recommends their custom-fit [3 Step skin care](#) routine alongside recommended shaving and specialist products such as Daily Eye Hydrator and Anti-Blemish Skin Care Solutions, and directions on product usage. Plus the Product Helper Tool recommends specific products for specific skin concerns e.g. redness.

A series of expert video's deliver easy to follow advice on how to achieve the perfect shave, skin care routine or discover how to use Skin Supplies for Men specialist products such as Non Streak Bronzer.

The website also features the Clinique Magazine section, which houses monthly updated news and features, whilst articles in association with Men's Health Online Grooming Editor give the latest tips in skin care. Plus an 'In The Press' section, rounds up the latest monthly press coverage on the Skin Supplies For Men range.



The magazine also features product reviews in the form of the Insiders Club which gives customer feedback on the latest product launches, plus the chance to sign up to be a Clinique Skin Supplies For Men Insider and trial the latest skin care and grooming launches.

An RSS feed also gives subscribers the latest news on product launches, [mens grooming](#) and skin care tips from [Cliniqueformen.co.uk](#).

Throughout the month of February [Cliniqueformen.co.uk](#) is offering a free custom-fit skin care gift with wash bag with every 2 online purchases. Customers can choose from normal to dry skin type or normal to oily skin type, whilst stocks last or until February 26th 2009.

## **About**

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige cosmetic brand. Today, Clinique's mission remains what it was from the beginning: to provide the highest quality and most effective collection of products to enhance every skin type and tone. The brand's customised approach and quality products - all meticulously tested and carefully formulated with the latest science - have made Clinique one of the leading skin care authorities in the world.

In 1976 Clinique launched Skin Supplies for Men in order to offer practical and approachable products to male clients. From the very beginning, Clinique recognised the specific skin care needs of men and today it continues to provide effective and gentle skin care solutions. All skin care and makeup products are allergy-tested and 100% fragrance free. Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 130 countries and territories, and over 16,000 sales locations.

**Web Site:** <http://www.clinique.co.uk/>

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## **Clinique**