

*Top  
Shelf  
Grooming  
by 18.21  
man made*





INSPIRED BY THE SPIRIT OF PROHIBITION ERA BOOTLEGGING

"EVERY GENERAL PROHIBITION CREATES ITS BOOTLEGGERS."  
ROBERT A. HEINLEIN



FOUNDED BY 3 HARDWORKING GENTS THAT EACH SHARE A PASSION FOR PROFESSIONAL MEN'S GROOMING

# BRAND PURPOSE AND HOUSE



## **Purpose**

Empowering men to be the gentleman they deep down aspire to be,  
through a professional grade grooming lifestyle.

## **Positioning**

Transforming men to gentleman,  
through quality products & education.

## **Human Insight**

A well groomed man feels gentlemanly, making him feel  
empowered and more confident to take on the day.

## **Benefits**

Professional grade performance.  
Uncommon, premium & giftable packaging.  
Connected to the American gentleman heritage.  
Educating consumers on product usage and gentlemans etiquette.  
American made.

# REASONS TO BELIEVE & BUY

## Reasons to Believe

Custom crafted just for his needs.  
Made by mens grooming professionals.  
Established mens grooming authority.  
One of a kind branding.

## Reasons to Buy

Packaging. Giftable & ownable.  
Premium. Price often relates to quality.  
Bespoke, luxurious scent profiles.  
Great reviews.

## Core: Primary

Age 30-55.  
80% Men. 20% Women.  
Married: 1-2 kids.  
Cares about personal & home care.  
Interested in new, unique brands.  
Cares about ingredients.



# PERSONALITY & VALUES



## Personality

Charismatic & inspirational.

Celebratory. Raise our glass to toast the spirit of masculinity.

Rough & refined. We know how to get our hands dirty. But, we clean up nice.

Credible & wisdom. We speak with intention and purpose, with the idea of sharing the knowledge that we have, with those who lack it.

## Values

Respect & etiquette.

Hardworking. Pursuing the American dream.

Proud yet humble.

Always learning. Never complacent.

"STYLE IS KNOWING WHO YOU ARE. WHAT YOU WANT TO SAY. AND NOT GIVING A DAMN."  
ORSON WELLES

# HOT OFF THE PRESS

WE MOVE BEAUTY FORWARD

# CEW

# BUSTLE

# Men's Health



BeautyIndependent  
**allure**

# BEAUTY LAUNCHPAD



**CEW COSMETIC EXECUTIVE WOMEN**

### New World Natural Brands Acquires 18.21 Man Made

OCTOBER 23, 2019

New World Natural Brands, a holding company based in Dallas, Texas, has acquired premium men's grooming company 18.21 Man Made, a fourth acquisition in the beauty and personal care space.

Inspired by the bootlegging of prohibition-era America, 18.21 Man Made founder Aston LaFon and David del Solar in 2014, making a veritable CosmoProf North America's 2016 Beauty Pitch. The brand uses high-end materials and ingredients and custom crafted products like Sweet Tobacco. The founders will be staying with the company.

The deal looks to offer 18.21 Man Made immediate access to New World's distribution relationships, e-commerce, and more. The business with a better chance to scale quicker and more effectively.

New World saw the brand at a trade show in 2018, and was impressed by the quality of the products and the brand's story.

"They had a great booth that we couldn't help but stop at -- in addition to the booth, their unique packaging and branding. We had previously identified men's grooming/personal care as an area of opportunity. We look for brands that are outpacing the growth of the category. We look for brands that are consumer-focused, and 18.21 was a perfect fit," said Kim Ryan, VP of Marketing at New World.

**BeautyIndependent**

### New World Natural Brands Growing Men's Market With Acquisition Of 18.21 Man Made

NOVEMBER 1, 2019

New World Natural Brands has gone top shelf for its latest acquisition. Established last year, the burgeoning beauty holding company has added 18.21 Man Made, the grooming brand inspired by the Prohibition that puts its bestselling wash in a whiskey bottle, to a stable of upstarts that includes Nügg, Saki Skincare, Baeta and Baebody. Terms of the deal weren't disclosed.



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**VoyageDallas**

### Meet Aston LaFon of 18.21 Man Made in Fort Worth

APRIL 23, 2019

Today we'd like to introduce you to Aston LaFon. Aston, let's start with your story. We'd love to hear how you got started and how your journey has been so far. The three founders of 18.21 Man Made Angel del Solar, Aston LaFon and David del Solar had other experiences as entrepreneurs. Whether that was as a salon owner, importer or distributor. We even have a deconstruction Chef on the team with a completely different perspective to crafting fresh product recipes. Before starting 18.21 Man Made, we owned a distribution and education business called Credible Culture. We have salons in Texas with premium retail offerings and educational opportunities to enhance the service experience for their guests.



PUBLIC  
SERVICE  
IS MY  
MOTTO  
AL CAPONE





# HAIR & BODY

"FOR EVERY PROHIBITION YOU CREATE, YOU ALSO CREATE AN UNDERGROUND."  
JELLO BIAFRA

## Man Made Wash

Beard, Hair & Body Wash + Conditioner.

For anyone looking to get clean & conditioned from head to toe.

Premium bath gel provides a rich, gentle-cleansing lather.

Jojoba, Macadamia and Quinoa add moisture, sheen and strength to hair & skin.

## Two Signature Scents

Original Sweet Tobacco Scent  
(Boozy, Sweet Pipe Tobacco)

New Spiced Vanilla Scent  
(Spicy, Smoked Pipe Tobacco)

18oz \$24 msrp

32oz \$42 msrp

64oz \$80 msrp



# HAIR STYLING

## Balm

(Spiced Vanilla Scent)

Soft Hold. Low Shine.

Soft, Refined & Moisturized Beard.

For all Beards.

## Clay

(Sweet Tobacco Scent)

Medium Hold. No Shine.

Thick, Natural Looking Hair.

Best for Fine & Thinning Hair.

## Paste

(Sweet Tobacco Scent)

Soft Hold. Medium Shine.

Smooth, Detailed, Natural Hair.

Best for Blow Drying & Shaping.

## Pomade

(Sweet Tobacco Scent)

Medium Hold. High Shine.

Classic, Refined, Shiny Hair.

Great Gel Alternative.

## Wax

(Sweet Tobacco Scent)

High Hold. Low Shine.

Frizz - Free, Detailed Hair.

Best for an Active Lifestyle.

2oz \$24 msrp



# HAIR STYLING

## Premium Hair Spray

Frizz-Free, All Day Hold, Low Shine.

Our flexible yet strong-hold hair spray is perfect for mens hair. Long or short, curly or straight. Best for fine or thinning hair.

High performance, weightless, water soluble formula sets quickly, smoothes texture and controls frizz.

Leaves a natural feel with a satin sheen that is attractive and soft to the touch.

Original Sweet Tobacco Scent  
(Boozy, Sweet Pipe Tobacco)

10oz \$24 msrp



# BODY

MAKING PROHIBITION WORK IS LIKE MAKING WATER RUN UPHILL. IT'S AGAINST NATURE.  
MILTON FRIEDMAN

## Deodorant

Deodorize, Detoxify & Condition.

For anyone seeking a premium, solid gel deodorant, free from Aluminum, Alcohol, Baking Soda and Parabens.

Tapioca starch absorbs. Organic saccharomyces ferment filtrate and diatomaceous earth break down odors.

## Two Signature Scents

Original Sweet Tobacco Scent  
(Boozy, Sweet Pipe Tobacco)

New Spiced Vanilla Scent  
(Spicy, Smoked Pipe Tobacco)

2.6oz \$24 msrp



# SHAVE

## Glide Shave Lotion

Pre-Shave, Shave & Aftershave.

Non-foaming shaving lotion is perfect for men wanting a clean, precise shave with pre-shave, shave and post-shave benefits, all in one.

Aloe Vera calms & hydrates. Kukui & Jojoba Oil condition, soothe & fight irritation. Taurine, Eleuthera Root & Lupinus Protein protects, stimulates and accelerates skin regeneration. Coffee Seed brightens & restores.

New Spiced Vanilla Scent  
(Spicy, Smoked Pipe Tobacco)

6oz \$24 msrp



# LIFESTYLE

PROHIBITIONS CREATE THE DESIRE THEY WERE INTENDED TO CURE.  
LAWRENCE DURRELL

## Sweet Tobacco Spirits

Niche, parfum grade fragrance with  
unmistakable depth & longevity.

For anyone seeking a lasting  
impression of classic, rich and  
complex aromatics.

Notes of citrus, spicy saffron and  
dried fruits reveal hints of tonka  
bean, manuka honey and dark-toned  
vanilla that sweeten undertones of  
tobacco, exotic woods and musk.

Inspired by old fashioned jazz clubs.

10-12 hours of projection.  
Transcends gender.

3.4oz \$80 msrp





DON'T TAKE ANY WOODEN NICKELS. CHOOSE 18.21 MAN MADE.

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