

SIMPLE GROOMING



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Reintroducing
Rituals' Men's
Collection:
Simple grooming,
that works.

no-nonsense formulations
that deliver real, visible
results without the fuss.

24h Hydrating Face Cream
After Shave Soothing Balm
Mild Gel Cleanser
Protection Face Cream

THAT WORKS

RITUALS...



Smooth shaves, deep hydration, refreshed skin, & effortless beard care.

The Men's Collection is created for men who want routines that work for them. The collection centres on performance, simplicity, and confidence, delivering effective care for body, face, hair, and beard, through smart formulas with proven active ingredients, like Niacinamide and Vitamin E.

New 2026 innovation includes Mild Gel Cleanser and Protection Face Cream with SPF 20 (and refill), plus Hydration and Anti-Ageing Boosters. The collection's existing Shower Foam, 24h Anti-Perspirant Spray, Strengthening Caffeine Shampoo, 24h Hydrating Face Cream, After Shave Soothing Balm, and Luxury Car Air Freshener, is relaunching plus new refills available for all Face Creams, Car Air Freshener, and Car Perfume. It's confidence made easy with complete care for body, shave, skincare, hair, and even your car.

“Our goal was simple: create face care that works. Men want routines that are easy, effective, and reliable. Nothing too complicated. Which is why the collection delivers high-performance formulas that fit into everyday life. No fuss, just results.”

- Raymond Cloostermann,
CEO and Founder of Rituals Cosmetics



Designed to Refill. Less packaging, same performance. The Men's Collection includes refills across Face Creams, Shampoos, Car Air Freshener, and Car Perfume helping us use less packaging, while producing less CO₂-eq*

On the sustainability front, all formulas are vegan-friendly and with the exception of the SPF20 Protection face cream and Anti-perspirant spray, all personal care products are made with 90% or more ingredients of natural origin (based on ISO 16128 incl. water)

*Based on topping up your original product with a refill, compared to buying a new original product. This is external verified research conducted by The LCA Centre

RITUALS...

The new Rituals Men's Collection Routine.

STEP 1: CLEANSE

Mild Face Cleanser

RRP • 200ml

A refreshing gel cleanser enriched with high-performance ingredients including soothing Aloe and proprietary Purity Complex with Zinc PCA to help calm irritation and balance oil.



Dial up your daily routine with a targeted skin solution...

STEP 2: BOOST

HYDRATION BOOSTER

Hydrating Skin Concentrate

RRP • 20ml

A lightweight skin-perfecting serum designed to boost moisture and maintain optimum skin comfort, reinforcing the skin's natural resilience over time.



OR



ANTI-AGEING BOOSTER

Recharging Skin Concentrate

RRP • 20ml

A high-performance skin-perfecting solution formulated to refine the appearance of skin, for a smoother, more energised look.

STEP 3: MOISTURISE & PROTECT

SPF 20

Protection Face Cream

RRP • 50ml



The Rituals Men's Collection is available at Rituals Cosmetics stores, selected department stores, and at [RITUALS.com](https://www.ritualscosmetics.com).

For press enquiries, samples, or interviews, please contact: [email address here]

A daily shield designed to protect, hydrate, and strengthen skin in one smart step. With brightening and refining Niacinamide and antioxidant Vitamin E, it protects against the damaging effects of UV exposure.

RITUALS...

Body & Shower Essentials



Skincare



Beard Care & Shave Collection

