

ARENA

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Call of the wild

KYOKU: TECHNOLOGY
FOR LUDDITES



The toss-up between natural ingredients and unpronounceable chemicals can plague discerning consumers. Kyoku seeks to bring men the best of both worlds – and sticks it in slick monochrome packaging to boot. The six-strong range combines organic extracts revered in Japan for centuries (ginseng, yuzu, tea leaf etc) with cutting-edge technology formulated by white coats in Chicago. Kyoku's products go beyond the standard 'cleanse-tone-moisturise' routine, and include a Razor Repair Balm and Oil Control Lotion for more specific skincare issues.

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