

HOMBRE
FOR MEN OF PASSION

Rob Lowe Launches PROFILE | Cobalt, A New Skin Care Line For Men



Actor, Producer and Director, **Rob Lowe** is launching a new skin care line – **Profile | Cobalt**, a youth preserving, affordable luxury skin care line for the active man who wants to be ready to conquer anything. The performance products making their debut are: Power Wash Hair & Body, SPF 30 Face Moisturizer, Acne Control Face Wash, Invigorate Face Wash, Recharge Face Moisturizer, Revitalize Face Scrub and Performance Shave Gel.

With a specific focus on giving back, Lowe personally selected **Wounded Warrior Project (WWP)**, as Profile | Cobalt's charity partner, with a launch promotion where a portion of the purchase price at select retailers goes to this noble nonprofit that honors and empowers injured veterans on their journeys to recovery.

The [Profile | Cobalt](#) line was formulated to maintain, nourish and protect the skin that is at the beginning stages of maturing, due to age and environmental damage, while also combating acne and breakouts.

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BY ROB LOWE

“It was important for me to develop a quality skin care line that did two things: make men feel good and give back to a charity,” said Lowe. “I wanted younger men to use a line that felt luxe yet was affordable and accessible – Profile | Cobalt is great for those looking for easy solutions to maintain or even boost skin’s vitality.”



The gluten, paraben and phthalate free products making up Cobalt are Leaping Bunny Certified, and include:

- Power Wash Hair & Body: Formulated with Aloe Vera, green tea extract and provitamin B5, this product heals skin, clears clogged pores and moisturizes.
- SPF 30 Face Moisturizer: This moisturizer is made with broad spectrum UVA/UVB protection and is water resistant for 80-minutes.
- Acne Control Face Wash: Made with tea tree and ginger root, this face wash calms redness and inflammation and contains 40 antioxidant properties that helps even skin tone and diminishes the signs of aging.
- Invigorate Face Wash: This product was made with Aloe Vera, willow bark and oat extract to fight acne while protecting the skin’s barrier and hiding the appearance of fine lines.
- Recharge Face Moisturizer: Formulated with Aloe Vera, red dulse algae and milk thistle, this product helps diminish the appearance of skin damage and age spots and reduces inflammation.
- Revitalize Face Scrub: Made with oat extract, activated charcoal and pro-vitamin B5 this product was designed to protect and rejuvenate skin while drawing out dirt and acne-causing bacteria.
- Performance Shave Gel: Formulated with Aloe Vera and guarana extract, this shave gel is fragrance free, aids in healing skin cells and has antimicrobial properties.

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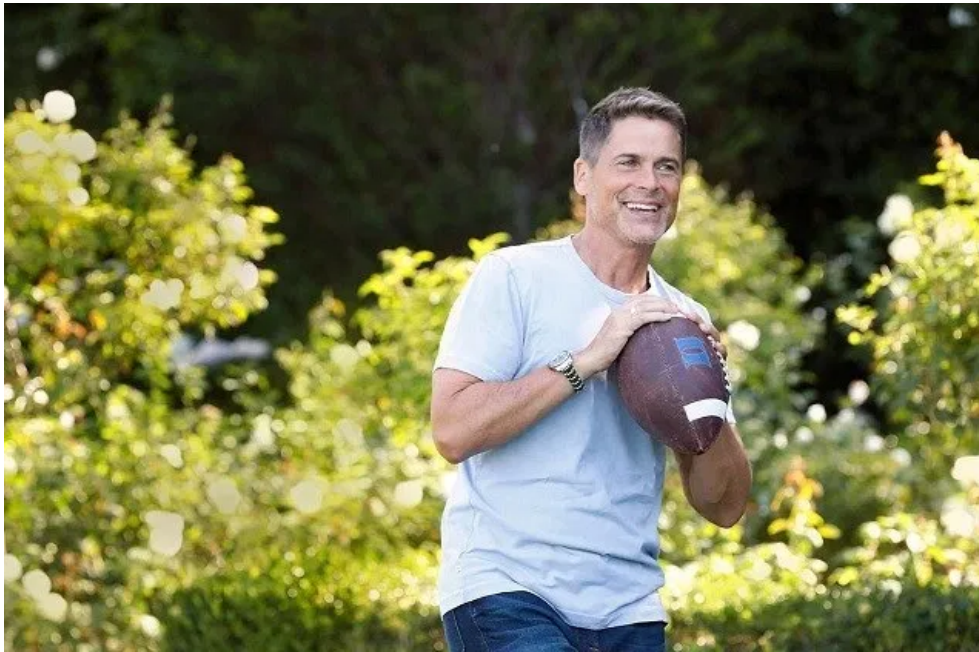
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When conceptualizing Profile | Cobalt, Lowe was searching for a philanthropic relationship that echoed his values and knew that the principles underpinning Wounded Warrior Project (WWP) aligned with his. “When you think about the legacy people want to leave behind, a lot of it comes back to sacrifice, commitment and honor, the three hallmarks of those who serve,” says Lowe.

Lowe was committed to creating a brand that gave back to a charity like WWP whose underpinnings aligned with his “legacy vision,” and where consumers are able to easily participate in something greater. In addition to the moneys collected during the promotion, customers can also make additional contributions to WWP when they checkout on ProfileByRobLowe.com.

“We’re honored that Rob is passionate about honoring our nation’s injured veterans through his active lifestyle brand,” said **Gary Corless**, WWP Chief Development Officer. “He is committed to supporting warriors achieve their highest ambition today, tomorrow and in the future.”



Cobalt products are available at ProfileByRobLowe.com and range in price from \$8.95 to \$11.95. To learn more visit ProfileByRobLowe.com.

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