



# INTRODUCTION

From the kitchen table to the high-street in under 3 years, Percy Nobleman are now Europe's leading Beard Care brand, with products sold in over 1,800 stores.

Percy's aim is to bridge the gap between new and existing markets, while also offering a wide array of premium gift sets for the modern gentleman. With the likes of Boots, and Douglas stocking Percy Nobleman, it is clear that the bearded look is here to stay!

The brand has been featured in over 100 news outlets over the past 3 years. Due to this success, Percy Nobleman have developed a fragrance line, along with a new range of face & stubble care and hair styling products.

Percy is known for having the #1 best beard oil voted by the Independent newspaper.

Adventurous at heart, Percy's products have found themselves in the homes of thousands of men around the world. Percy's adventures are now documented through his own comic book story, "Percy Nobleman, and the Quest for the Perfect Beard."



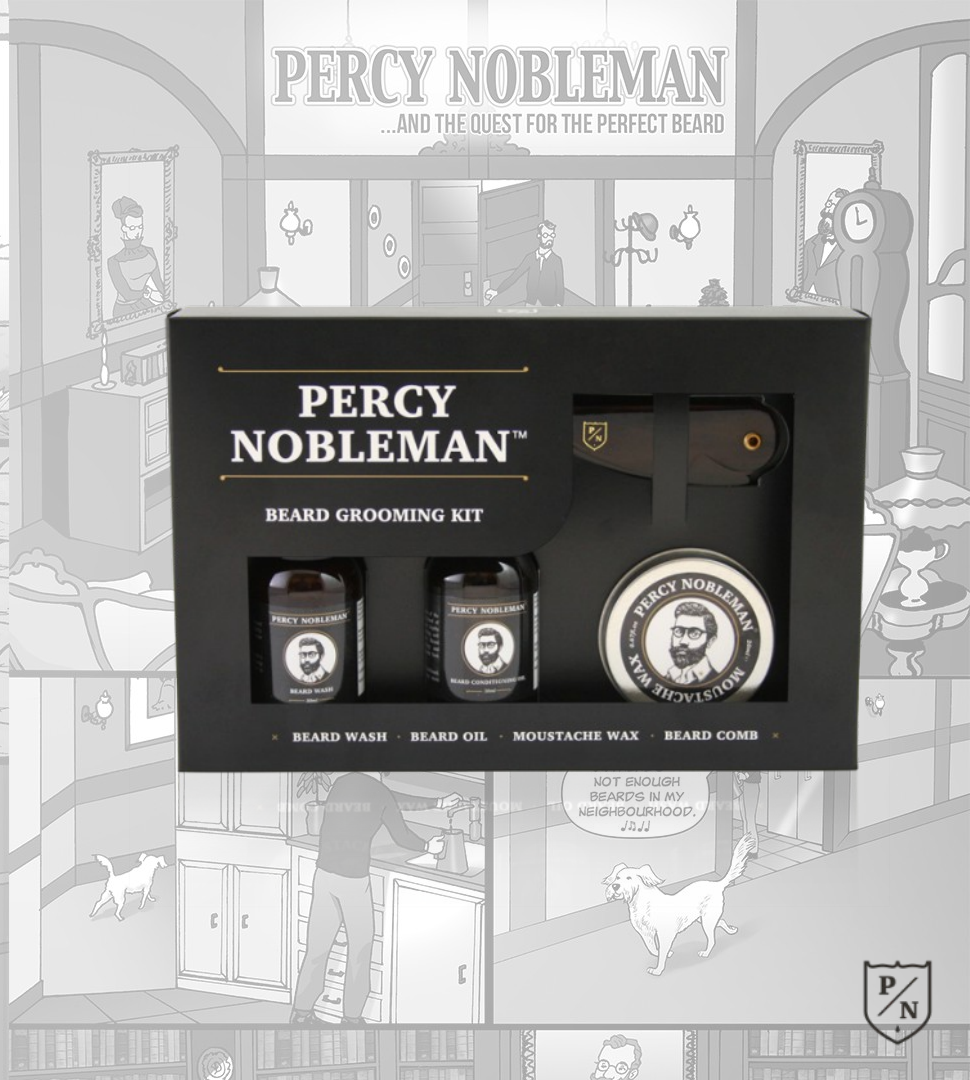
# 2016 Bestseller

## BEARD GROOMING KIT

- 1 x 30ml Beard Oil
  - 1 x 30ml Beard Wash
  - 1 x 20ml Moustache Wax
  - 1 x Folding Moustache Comb
- Perfect for gifting or as a starter set

# PERCY NOBLEMAN

...AND THE QUEST FOR THE PERFECT BEARD





## BEARD CONDITIONING OIL

- Percy's signature blend of argan, avocado, jojoba & almond oils
- Designed to leave beards feeling soft & tamed Newly formulated without our signature fragrance

*As Seen In: Daily Mail, Metro, Evening Standard*



## BEARD WASH

- Naturally derived from coconut & sunflower oils
- Also contains sesame oil & shea butter
- Scented by lime & cedarwood essential oils
- 95% organic ingredients & 99% derived from nature

*As Seen In: GQ (best beard products review), Shortlist*





BY JOVE,  
I'VE NEVER SEEN  
ANYTHING SO...  
SO...



## BEARD BALM

- A blend of jojoba oil, shea butter & beeswax
- Lightly scented with patchouli, cedarwood & dark orange oils
- Designed to soften, tame & aid natural beard growth
- Helps prevent dry, flaky skin

RUFF!

HE USED  
TO GO ON THE  
MOST BIZARRE  
ADVENTURES. STILL  
DOES COME TO  
THINK OF IT...

MY  
GRANDFATHER'S  
LEGER! I HAVEN'T  
SEEN THAT SINCE I  
WAS TEN YEARS  
OLD.

I WONDER IF HE'S OK.  
I CAN'T IMAGINE HE WOULD  
LEAVE WITHOUT THIS. SHOULD  
WE READ IT PEDRO? IT MIGHT  
TELL US WHERE HE WENT BUT  
I DON'T KNOW IF I CAN BREAK  
THE SACRILEGE OF THE  
DIARY.

WELL  
AS LONG AS I  
DON'T STUMBLE  
ON ANYTHING...

...TOO...

PEDRO,  
THIS ISN'T JUST A  
DIARY. IT'S FULL OF  
INSTRUCTIONS.  
INSTRUCTIONS THAT  
SHOW YOU HOW  
TO...



CENTRAL LONDON,  
AN HOUR LATER.

HELLO, PERCY  
NOBLEMAN'S HOW  
CAN I HELP YOU?

## ULTIMATE GROOMING BOX

- Hand-crafted from the finest African Rosewood
- Includes every product from our entire beard care range
- Complete with display mirror for the absolute combination of practicality & style

*As Seen In: Financial Times Gift Guide, Exclusively British, Grazia, Shortlist*

OH YOU'RE  
TOO KIND SIR. HAHA!  
YEAH, I KNOW!



OH CARLISLE,  
HOW HAS THE  
MORN'G BEEN THIS  
MORN'G?



THOUSAND TINS OF IMAGINARY  
BEARD BALM, FILLED OUT ALL THE  
TAX FORMS FOR THE COMING TAX  
YEAR, COUNTED THE SQUARES  
ON MY JACKET AND...

I SWEAR PERCY;  
I'M STARTING TO  
ACTUALLY HEAR  
VOICES ON THE  
PHONE WHEN I MAKE  
IMAGINARY CALLS.

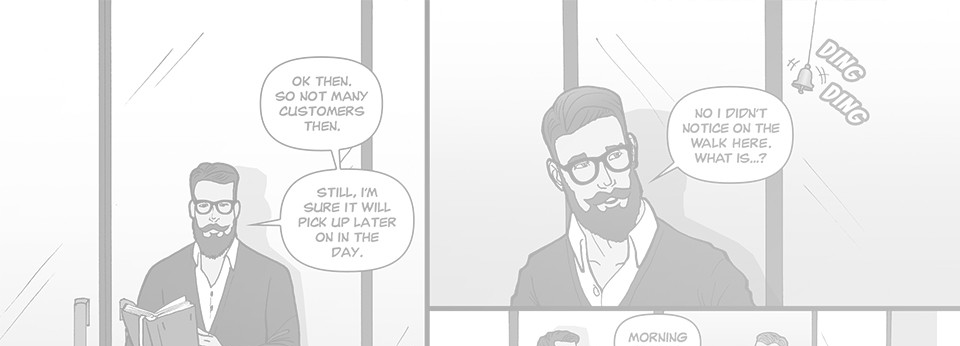
# 2016 - MOST TALKED ABOUT PRODUCT...

WAS IT  
YOU  
FROM?





BEARD CARE SINCE 1987



# NEW FOR 2016 FACE & STUBBLE MOISTURISER

- Blended from the finest pure ingredients
- Easily absorbed non-greasy lotion
- Designed to moisturise and soften skin & hair
- Beard friendly, gentle to the skin & non-sticky



MAYBE, BUT I





CARLISLE! I WOULD TRUST YOU WITH MY BEARD AND LIFE. CAN YOU WATCH THE SHOP FOR A FEW WEEKS?

OK, PEDRO, LOOKS LIKE WE HAVE AN ADVENTURE TO BE HAD AFTER ALL.

A FEW HOURS LATER...



SO YOU HAVEN'T SEEN A DOG ANYWHERE SIR?

A DOG? UM... NO SORRY... CAN'T SAY I'VE SEEN ONE...

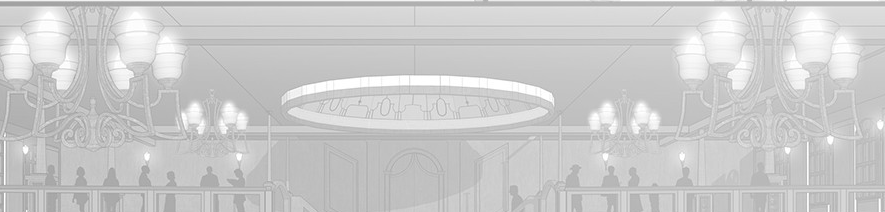
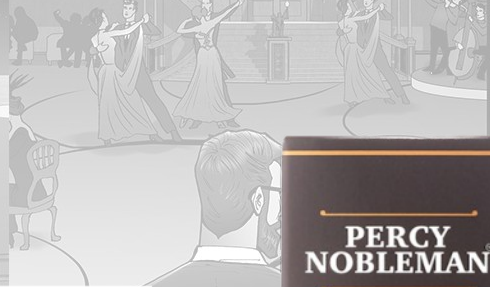
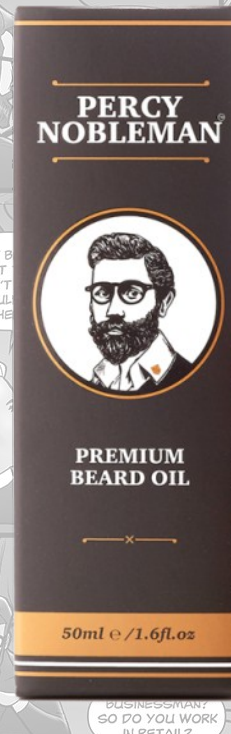
## NEW FOR 2016 FACE & STUBBLE WASH

- Formulated with natural cleansers derived from coconut
- Provides gentle cleaning without stripping skin or hair of their natural oils
- Designed to stop your body's fight back against "oil stripping" washes



# VOTED #1 BEARD OIL PREMIUM BEARD OIL

- Designed for use with longer beard types
- Thicker heavier formula than Percy's original oil
- An intensive treatment to deeply soften & tame
- The answer to dry, coarse, longer beard types
- As Seen In: Voted #1 Beard Oil by The Independent. Nominated for "Best Post-Shave" Product 2016 Shortlist Grooming Awards





JUST ONE DANCE.

GAH!

## MOUSTACHE WAX

- A blend of vitamin E, babassu & argan oils
- Formulated with a natural beeswax base

Designed to enable styling & restyling at will

OH DEAR...

MR. NOBLEMAN...

I... UM... DON'T HAVE THE PLEASURE OF KNOWING YOUR NAME, MISS...

CALL ME CORA.

NOW LISTEN CAREFULLY; I HAVE SOMETHING VERY IMPORTANT TO TELL YOU. SHALL WE GO SOMEWHERE MORE PRIVATE LIKE... YOUR

PERFECT!

WHA?



SEEMS LIKE YOU'LL BE EATING BETTER THAN ME TONIGHT PEDRO!

HEY PAL, A WORD?

WHERE IS IT?

I'LL BREAK A FINGER IF I HAVE TO ASK AGAIN.

OR MAYBE I'LL FIND THAT MONGREL OF YOURS...

## GENTLEMAN'S STYLING WAX

- A blend of coconut & jojoba oils infused with a medium-hard beeswax base
- Designed for an effortless non-sticky hold
- Lightly scented with bergamot orange

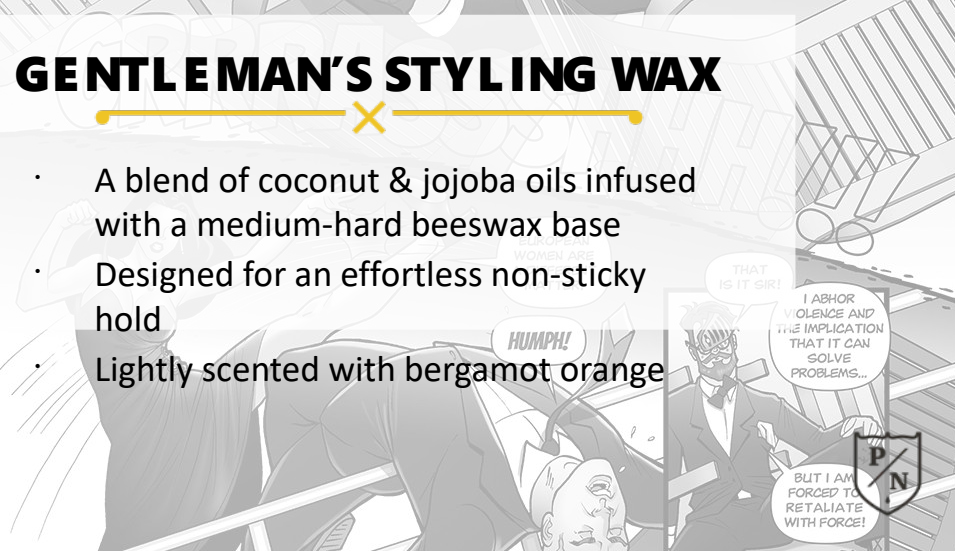
YOU'LL HAVE TO GO THROUGH ME FIRST YOU SCOUNDREL!

FINE THEN.

HEH, HEH. GETTING THIS LEDGER WILL BE EASIER THAN I THOUGHT. EUROPEANS ARE SO EASY.

EUROPEAN MEN MAYBE...

HUH? WHAT THE...



THAT IS IT GIRL!

HUMPH!

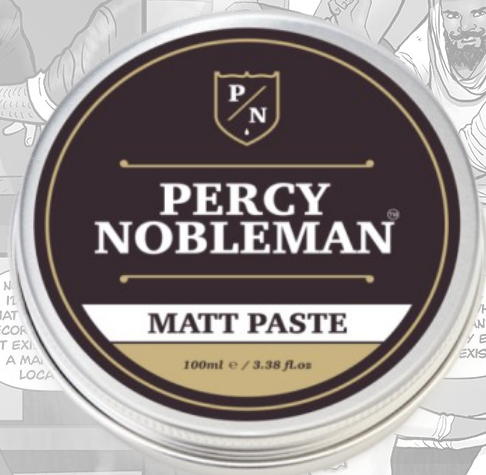
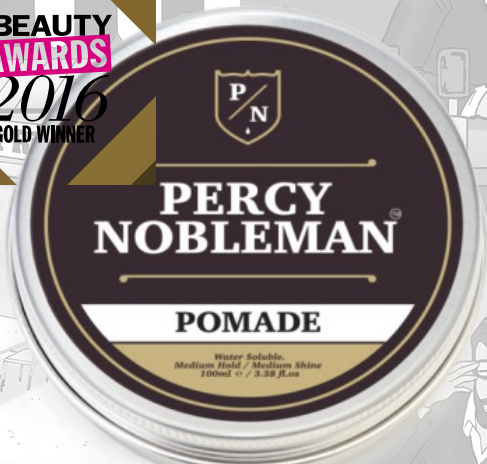
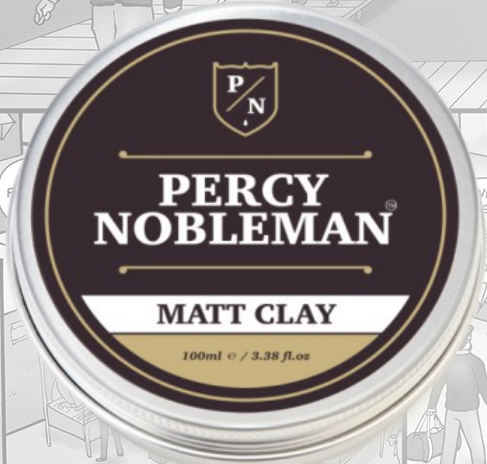
I ABHOR VIOLENCE AND THE IMPLICATION THAT IT CAN SOLVE PROBLEMS...

BUT I AM FORCED TO RETALIATE WITH FORCE!





# PREMIUM HAIR STYLING



Sleek, Stylish, Traditionally Modern & an Everyday Essential  
Here at Percy Nobleman, we all agree that looking sharp, and feeling your best come hand in hand

Our Pomade won gold at the 2016 Pure Beauty Awards for "Best New Men's Hair Product" The UK's most prestigious cosmetics awards ceremony



10 MINUTES LATER...

FOR THIS, FOR YOU, OF COURSE I WILL TAKE YOU!

EXCELLENT! NOW, I HAVE SOMETHING FOR YOU MY NEW FOUND FRIEND...

I CANNOT RETURN YOUR GENEROSITY, BUT I CAN OFFER THIS AS A GIFT...

# ACCESSORIES

MY BAG!

STOP THIEF!



A GIFT?

INDEED, BEARD BALM TO BE EXACT. THE AFRICAN CLIMATE MUST PLAY HAVOC WITH YOUR FACIAL HAIR, APPLY THIS TO KEEP THE HAIR UNDER CONTROL.



YOU ARE TOO KIND WE SHOULD LEAVE THE VALLEY, WE'LL BE BACK IN A FEW DAYS.

YOU KNOW BEST MY FRIEND. PEPRO, YOU FINISHED?

RUFF!



WHACK!!!



LET'S GET THIS DAMN LEDGER AND...

ARGH!

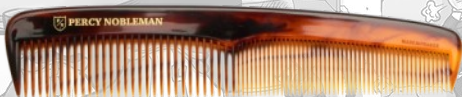
YOU DAMN MUTT!

I'M NOT SURE ABOUT...

LURRR.

NONSENSE! CAMELS ARE A

ONCE YOU





# PERCY NOBLEMAN

NEW TO 2016 - AVAILABLE NOW



## BEARD BRUSH

Made with 100% wild boar bristles the Percy Nobleman Beard Brush is crafted from oiled Austrian pear wood and is the perfect tool for keeping unruly, tangled beards under control.

The Percy Nobleman Beard Brush is the perfect companion for keeping beards in check, and at a handy 9cm x 4.5cm it's suitably sized whilst fitting comfortably in any travel bag too!

Complete with our unique styled presentation box and engraved with the Percy Nobleman crest you'll be assured of a product made to the absolute highest quality.





# PERCY NOBLEMAN®



## BEARD STARTER KIT

AND NO WANDERING ABOUT...

IF YOU PROMISE TO STAY HERE WHILE I ATTEND THE BALL...

Mediterranean Ball

## BEARD STARTER KIT

- 1 x 10ml Beard Oil
- 1 x 30ml Beard Wash
- A complete kit for Beard Grooming
- 99% Derived from nature

GOOD GRACIOUS HENRY, LOOK AT THAT BEARD!

OH LEAVE THE LAD ALONE HENRIE!

S'CUSE ME SIR, FANCY JOINING US?

JUST BECAUSE HE DOESN'T HAVE THE BEARD DOESN'T MEAN HE SHOULDN'T BE HERE.

IT'S UNLIT TO LET FACIAL HAIR GROW THAT LONG, IT'S ALMOST BARBARIC!

I'LL HAVE TO DISAGREE WITH YOU THERE.

DESPITE THE SOCIETAL PERCEPTION OF MEN WITH BEARDS, IF GROOMED PROPERLY THEY CAN BE AS MUCH AN ASSET TO A BUSINESS MAN LIKE MYSELF AS A GOOD SUIT.

YES, IN A WAY, I OWN MY OWN STORE IN CENTRAL LONDON WHERE I SELL BEARD PRODUCTS TO HELP MEN GROW THE BEARDS THEY WANT WHILE MAINTAINING IT IN A FASHION THAT WILL HOPEFULLY MEAN PEOPLE DON'T CALL THEM 'BARBARIC'.

BUSINESSMAN? SO DO YOU WORK IN RETAIL?

PARDON ME, MR NOBLEMAN?

YES?

WELL I... I GUESS I...

CARE TO DANCE?

\*CHORTLE\*



CENTRAL LONDON,  
AN HOUR LATER.

HELLO, PERCY  
NOBLEMAN'S HOW  
CAN I HELP YOU?

A THOUSAND

# SIGNATURE EAU DE TOILETTE

NEW TO 2016/17 – AVAILABLE NOW



## Fragrance Notes:

TOP: Melon, Apple, Bergamot

MID: Grapefruit, Patchouli, Black Pepper

BASE: Tobacco, Amber, Musk, Vanilla

## Concept:

We are delighted to introduce to you our long awaited Percy Nobleman Signature Fragrance.

Our mission was clear: to develop a fragrance that compliments our existing Percy Nobleman premium grooming products. Our 'signature' fragrance.

We've created a fragrance that is commercial, yet complex, that is original but familiar.

We believe that Percy Nobleman Signature truly captures and represents today's generation of 'modern gentlemen'.

HELLO CARLISLE,  
SO HOW HAS THE  
SHOP BEEN THIS  
MORNING?

WELL...

...CARVED  
YOUR FACE INTO  
A PUMPKIN. SO AYE,

I'VE SOLD TEN

...I'VE SOLD TEN  
FOR THE LONDON TAX  
ON THE SQUARE'S  
OF MY TACKET AND...

I SWEAR PERCY,  
I'M STARTING TO  
ACTUALLY HEAR  
IMAGINARY CALLS.

WHERE  
DID YOU GET  
A PUMPKIN  
FROM?





# PERCY ON THE SHELVES

## PERCY NOBLEMAN

...AND THE QUEST FOR THE PERFECT BEARD

COME ON PEDRO, ALMOST THERE!

LET ME GET THIS GATE OPEN



I'LL WAIT THE PLAY AND WE'LL BE CARLISLE CAN RUN THE SHOP HIMSELF FOR AN HOUR.

IT'S SLIGHT IN MY HOOD.



# SAMPLES



Free luxury sachet samples on all wholesale orders. The perfect way to introduce Percy Nobleman into your store!





# THE PERCY NOBLE MAN CUSTOMER

- **A NEW BREED OF SHOPPER**
- **PERCY NOBLE MAN CUSTOMER SPENDING 20% MORE YEAR ON YEAR” - FINANCIAL TIMES, 2016**
- **WANTS TO BE EDUCATED AND WANTS A “BEARD FRIENDLY” GROOMING REGIME**
- **AVERAGE AGE OF CUSTOMER, 29 -- 35 YEARS OLD**
- **AVERAGE SHOPPER EARNS \$80K PER YEAR**
- **HAS HAD A BEARD/FACIAL HAIR FOR 2 YEARS OR**

**FREDDY FURBER THE  
DIRECTOR OF PERCY  
NOBLE MAN APPEARED ON  
MARY PORTAS’ C4 SHOW  
‘WHAT BRITAIN BUYS’ WHICH  
AIRED IN MAY 2016**

BY JOVE,  
I'VE NEVER SEEN  
ANYTHING SO...  
SO...

HE USED  
TO GO ON THE  
MOST BIZARRE  
ADVENTURES. STILL  
DOES COME TO  
THINK OF IT...

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I WONDER IF HE'S OK.  
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MULL THIS SHOULD  
PEDRO? IT MIGHT  
BE THAT HE WENT BUT  
I CAN BREAK  
THE CITY OF THE  
A DIARY.

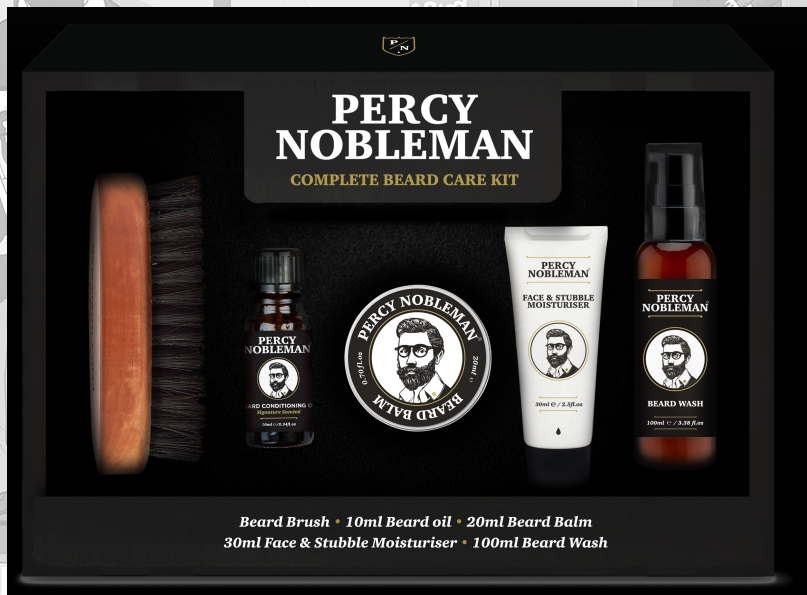
WELL  
AS LONG AS I  
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ON ANYTHING...

...TOO...

PEDRO,  
THIS ISN'T JUST A  
DIARY. IT'S FULL OF  
INSTRUCTIONS THAT  
SHOW YOU HOW  
TO...



# COMING SOON... GIFT IDEAS, HOLIDAY 2017...



This CAD mock up shows some of the ideas Percy Nobleman are developing for Christmas 2017...





# PERCY IN THE PRESS 2015-2016

CARLISLE! I WOULD TRUST YOU WITH MY BEARD AND LIFE. CAN YOU WATCH THE SHOP FOR A FEW WEEKS?

SO YOU HAVEN'T SEEN A DOG ANYWHERE SIR?

A DOG? UM... NO SORRY... CAN'T SAY I'VE SEEN ONE...

I FOUND MY GRANDFATHER'S LEPPER. IT DETAILS A M TO CREATE THE ULTIMATE OIL. I COULD COMPLETE GRANDFATHER'S WORK SAVE THE BUSINESS

YOU LEAVE IT TO ME AND PERCY NOBLEPUMPKIN!



## MEN'S STYLE WHAT TO BUY NOW

### 5 MINUTES WITH... FREDDY FURBER FOUNDER OF PERCY NOBLEMAN

**Firstly - What is Percy Nobleman?**  
Percy Nobleman is a gentleman's grooming brand. We have our brand champion, and that's Percy. Percy is a comic book character who typifies everything that is quizzically British while always taking good care in his appearance.

**What inspired your new Face and Stubble Range?**  
I've found alongside the rise of beard grooming, men are becoming more aware of what ingredients are in the products they use. Our new Face & Stubble care products are 98% derived from nature. They soften without being greasy, cleanse without disrupting your skin's natural oil balance & have natural anti-aging and skin repair properties too.

**Do you have an ultimate grooming tip?**  
For me it's about consistency. You need to understand your own hair & facial hair too. I have a hair style that is simple, suits the structure of your face and is easily maintained.

Style for me, is all about classic, and simple things, and easy maintenance. Trim regularly, comb regularly and use products that suit your skin & hair type. And make sure you can get ready in less than 15-20 minutes each morning.

**What's next for Percy Nobleman?**  
We are launching a fragrance line this summer for the bearded gentleman, so stay tuned. We are also hoping to roll out the perfect in-shower men's grooming experience, but I can't say anymore than that. The comic book story is getting quite developed now too, so keep up to speed with that on our social channels.

Available from all major Boots stores nationwide. [www.percynobleman.com](http://www.percynobleman.com)

ShortList

INDEPENDENT

GQ  
THERE HAVE BEEN SIGHTINGS BUT NOTHING FOR SURE, WITH THE GRAND BALL ON TONIGHT THESE THINGS MUST BE INVESTIGATED.



Men's Health

STYLIST

CLOSE-UP MAGAZINE

GRAZIA



FQ



FT FINANCIAL TIMES

Daily Mail

"SNIFF"





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