

ESTEL

GENWOOD ESTEL ALPHA HOMME





**ALPHA  
HOMME**

**GENWOOD**  
SPIRIT FOREST

**THE TRADITION OF GENERATIONS**

GENWOOD by ESTEL



GENWOOD ESTEL ALPHA HOMME

**TIMES CHANGE,  
VALUES REMAIN**

**GENWOOD**



**GENWOOD**

# ONLY THOSE WHO HAVE ROOTS CAN GROW UP

To take roots means to gain your foothold  
and find your place in the world.

To stand your ground. To shape your history.  
Be true to yourself and, going beyond the limits of time,  
live on in your children and deeds.

Live. Create. Take roots.

**GENWOOD** Your history. Your tradition.



GENWOOD ESTEL ALPHA HOMME



GENWOOD



# THE BEST THINGS IN THE WORLD ARE THE SIMPLEST

Take a shower.  
Drink a cup of coffee in the morning.  
Go for a walk in the forest.  
Warm your hands by the fire.  
Give a hug to your loved ones.  
Fulfill your duties  
honorably.

**GENWOOD.** Life consists of tiniest details. And it is you who choose them.



**GENWOOD**



# KNOWLEDGE YOU ARE EAGER TO SHARE

GENWOOD offers products that last through any challenge. Especially the test of time. Posing a challenge, GENWOOD creates new classics.

- **POWER** of natural components.
- **EFFECTIVENESS** in any situation.
- **AUTHENTICITY** of every detail.

GENWOOD





**GENWOOD**  
SPIRIT FOREST



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## Unrestrained energy of the forest is inside you.

Like the deepest forest, you have an immeasurable power hidden inside you. Feel the energy of nature inside. Let it out. The smell of the pine tree resin, the might of a black spruce, the sensation of a boundless expanse. Your personal forest.



### GENWOOD Forest-Shampoo for Hair and Body

- Red maple bark extract
  - Black spruce bark extract
  - Jack pine bark extract
  - Golden birch bark extract
- 
- Powerful cleansing treatment for your hair, scalp and body
  - Moisturizing effect
  - Keeps the hair healthy and supple
  - Strengthens hair fibers and skin cells
  - Builds up vitality



GENWOOD

## Manhood's insignia

Shaving seems to be a trivial procedure...  
Actually, it is a coming-of-age ceremony, the symbol of manhood,  
an ancient tradition and an entire cultural phenomenon.

As soon as a young man begins to shave, he enters the league of men.  
Forever and irreversibly. It is an honor and, of course, a duty.



### GENWOOD Gel-Oil for Shaving

- Oak bark extract
- Vitamin E
- Smooth shave
- Total comfort and safety
- For all skin types, including sensitive skin





## Feel alive. To the fullest. Every fraction of a second

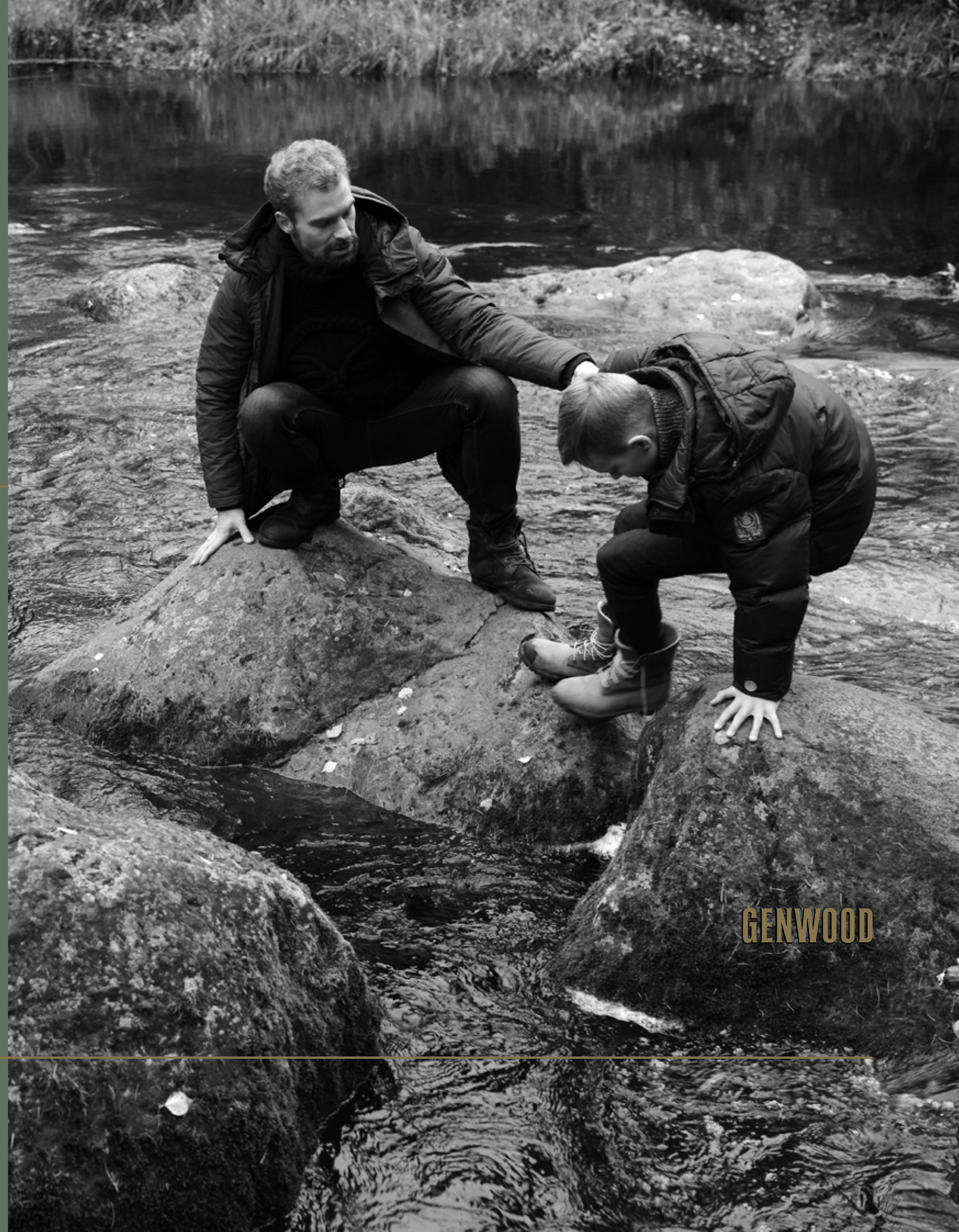
Wake up at dawn. Wash with clear spring water.  
Feel the opportunities that lay ahead.

When the early morning freshness washes over your skin,  
you awaken and start your life anew.



### GENWOOD Tonic-Lotion After Shave

- Oak bark extract
- Thrilling sensation of freshness
- Vitalizes the skin
- "Tannin" effect



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## Be discerning but simple

Healthy lifestyle begins with a healthy mindset.  
Clear mind and clean-cut appearance.  
The way we look is the way we treat others.  
Being neat and tidy is not about showing off,  
it is about showing respect to people around you.



### GENWOOD Cleaner-Foam for Face and Beard

- Red maple bark extract
  - Black spruce bark extract
  - Jack pine bark extract
  - Golden birch bark extract
  - Betaine
- Deep cleansing
  - Helps retain skin moisture balance
  - Mustache and beard care





## The might of a boreal forest that you feel with your skin

Men's face cream is not about beauty.  
It is about their right to choose.

### GENWOOD Hydro-Gel Cream for Face



- Tree bark extracts from boreal taiga forests
- Peptides
- Green tea oil

- 24/7 protection from adverse environmental factors
- Total skin hydration
- Removes visible signs of fatigue

GENWOOD





## Trust breeds confidence. Confidence breeds trust.

An opportunity to trust someone or something is beyond price. Especially in stressful situations, when testosterone and adrenalin are going through the roof.



### GENWOOD Fit-Deodorant Antiperspirant

- Tree bark extracts from boreal taiga forests
- Lasting sensation of freshness
- Comfort
- Does not leave traces on your clothing





GENWOOD



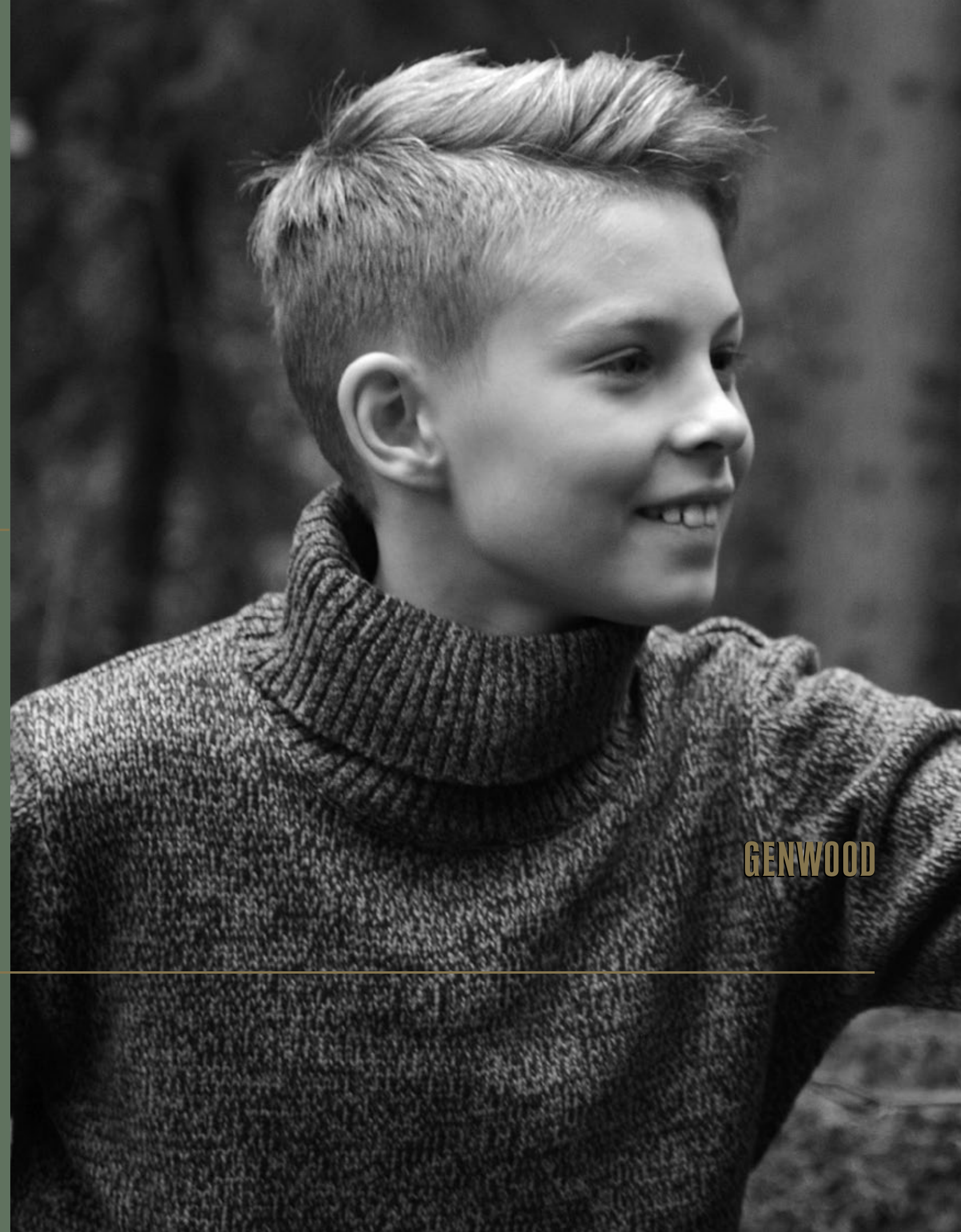
## Teeth are the major weapon of predators. Smile is the weapon of civilization. You choose

Manhood is not about biceps only. Your smile is the manifestation of your light from within. It makes happy the ones you love. It annoys your enemies, so let them know: your inner predator can always break loose, if you choose so.



### GENWOOD Extra-Mineral Toothpaste

- Oak bark extract
- Zinc, potassium, fluorine
- Maximal, all-in-one protection for teeth and gums
- Prevents bacterial plaques
- Gentle whitening
- Intensely refreshes your breath



GENWOOD



## The world is in your hands

Men's hands bear great responsibility.  
They make something, protect and hug somebody.  
They are strong and tender.

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### GENWOOD Recovery-Cream for Hands

- Panthenol
- Tea-tree oil
- Heals micro damage
- Helps repair the protective barrier
- Moisturizing effect





## The journey to your goal begins with one first step

Rough pavement, crushed stone, pebbles.  
Or right through the forest.  
Do we choose roads?  
Or do they choose us?



### GENWOOD Deofresh-Spray for Feet

- Tree bark extracts from boreal taiga forests
- Freshness and vitality
- Removes odors and bacteria



GENWOOD





# EFFECTIVE FORMULAS HAVE CHARISMA



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# MEN. INHERITANCE

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## From father to son...

A man contributes to the future when he, for the first time, holds his son on his lap, shakes his hand, lets him drive a car or teaches him how to shave. When he shares his knowledge and feelings with him. When he invites his son to enter men's league and find his place in it.

That is the reason the world remains the way it is.

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We present you three stories  
about the continuity of generations.  
**From father to son.**



Angelo Zegna

## ZEGNA

The company's slogan, "Stylish and innovation ideas for individuals of strong character," perfectly reflects its ambitions. Throughout its a century-long history, Zegna has successfully combined tradition and innovation, complementing them with their unflinching quality and taste. The company never forgets how it all began. It began with the son who decided to support his father.

Today, Zegna suits are worn by Valery Gergiev, the legendary conductor, Plácido Domingo, the opera singer, actors Matt Damon, John Travolta, Jack Nicholson and Bruce Willis. The company grew from a small factory manufacturing woolen fabric. Angelo Zegna, born into a farmer's family in the Italian countryside, always strove for the best. However, his dreams did not come true all at once: first, his watchmaker's business closed down, and then the wool mill was destroyed in a fire. It was his adolescent son Ermenegildo who helped him out. He decided to revive his father's business, and in three years the factory was fully renewed. As time went by, light materials of high quality produced by the company became incredibly popular in Italy and then conquered the international market.

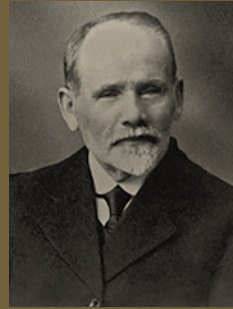
By the 1940s, Ermenegildo's sons Aldo and Angelo, who received his name after the founder of the brand, entered the company. The brothers determined the right vector of development — production of ready-made clothes and accessories. For men only.

**Individuality is more than a word.  
It is a lifestyle. You can set an example  
for others to follow.**

GENWOOD

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*Georges Piaget*

## PIAGET

Watchmaker's business often descends from father to son. This is a special feeling — when you do something yourself and then teach your child how to do it, and do it better. That was the case with Georges Edouard Piaget, the founder of the Piaget company.

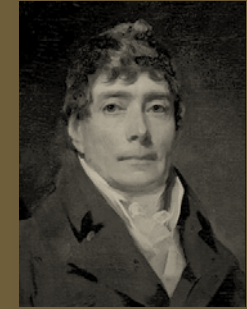
Georges Piaget opened his workshop of high-precision mechanisms in a small Swiss village in the midst of the mountains in 1874. His slogan, "Always do better than necessary," has determined the company's strategy for centuries. Some time later, Piaget began providing details for the most famous watch brands in Switzerland, and then, under the direction of Georges' son Timothée, the company made a brave decision — to start manufacturing their own watches. This decisiveness resulted in a great success.

Piaget watches won people's affection and the company began developing at a pace to be envied under the direction of the third generation of the dynasty. At the turn of the 20th century the majority of company's employees — sons, brothers, cousins — bore the name Piaget. Not only one generation was engaged in the family business. Piaget products won prizes at jewelry and watch exhibitions, the company collaborated with Salvador Dali and Andy Warhol, gained Jackie Kennedy's heart and became an official brand of the royal sport, polo.

The time that Georges Piaget spent on teaching his children the mastery of a watchmaker and promoting a love for the business eventually brought his family honor and recognition of millions of people from all over the world.

**Give your children the most precious thing you have.  
Your time.**

GENWOOD



*John Jameson*

## JAMESON

Whiskey has always been recognized as a drink for the elite. That is why, the medieval monks referred to it as "aqua vitae", or "the water of life", while Parliament officially banned people of humble origin from producing whiskey.

Fortunately, John Jameson had a venerable pedigree — otherwise the famous brand Jameson could have never come into existence. Jameson invested considerable funds into his first distillery and decided once and for all to use only the best ingredients and produce everything within the company, including barrels and carts, and more importantly — to set up an entirely family business.

John Jameson had four sons, and as they grew up he trusted them with more and more important tasks. In no time the Jameson distillery, a small factory with only one distiller, developed into a large, prosperous company. John Jameson II followed in his father's footsteps, then the business descended to his son John III, and so it went. Descending from father to son, the family business increasingly gained momentum. The Irish Jamesons overcame the Prohibition, constant competition with the Scotch whiskey, and the lack of grain during the world wars.

Today Jameson sales more than 2 million cases of whiskey a year and the brand is recognized by all generations. When gathering around a table, a grandfather, a father and a son hold up their glasses with good old Jameson.

**Spend more time with your family.  
It is beyond price.**

GENWOOD





GENWOOD

THE PAST,  
PRESENT  
AND FUTURE  
ARE INSIDE YOU.

Authenticity. Firmness. Infinity. Man.