

USP

Contrary to the popular belief of colour cosmetic products creating a full-coverage look and traditionally being dominated by female consumers – Last Night for Men creates a **positive space** for inexperienced male beauty consumers to engage with correcting and enhancing products. Our products are easy-to-use and specifically designed to tackle men's most common complexion complaints while keeping a **natural look and subtle finish**.

Last Night for Men builds on their **customer – brand – ecosystem** by adhering to their core values and allowing them to participate in brand and product development. We are more than a positive space for our customers to feel comfortable in, we are a **community**.

