

OBAYATY

BEARD BROW PEN

New Product

April 2026





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Male beauty pioneer Obayaty is releasing their latest addition to its evolving line of beauty innovation.

Frame your features with this multi-tool for natural structure and controlled definition.

The OBAYATY Brow Beard Pen makes grooming effortless by filling and defining brows and beard with natural-looking color, creating a fuller, more structured look that lasts all day.

Apply with a light hand and blend seamlessly for a subtle enhancement that highlights your natural features.

The smooth formula blends seamlessly with your natural hair color. The unique triangular pen tip is designed to fill in sparse areas with precision, while the retractable design keeps it sharp without the need for a sharpener.

The soft spoolie brush is designed to define the natural shape of the brows and blend the color seamlessly.



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PRODUCT HIGHLIGHTS

Natural-Looking Color

Soft matte, powdery finish for a natural look.

Minimal Effort

An easy-to-blend formula that makes application effortless.

Nourishing Care

Formulated with ingredients that help nourish and moisturize both hair and skin while lasting all day.

ACTIVES

Hydrogenated Castor Oil

A refined form of castor oil derived from castor seeds. Castor oil has long been used in traditional skincare and haircare for its moisturizing and emollient properties.

Carnauba Wax

A natural wax derived from the leaves of Copernicia prunifera, a Brazilian palm tree. It forms a protective barrier that helps retain moisture in the skin.

HOW-TO

1. Comb through areas with spoolie brush.
2. Fill sparse spots with small, fine strokes using the pen.
3. Use the spoolie brush to blend the color and define your final appearance.

PRODUCT DETAILS

Made in Korea. It is vegan, cruelty-free and dermatologically tested like all OBAYATY products.

Available in four shades suitable for all hair colors.



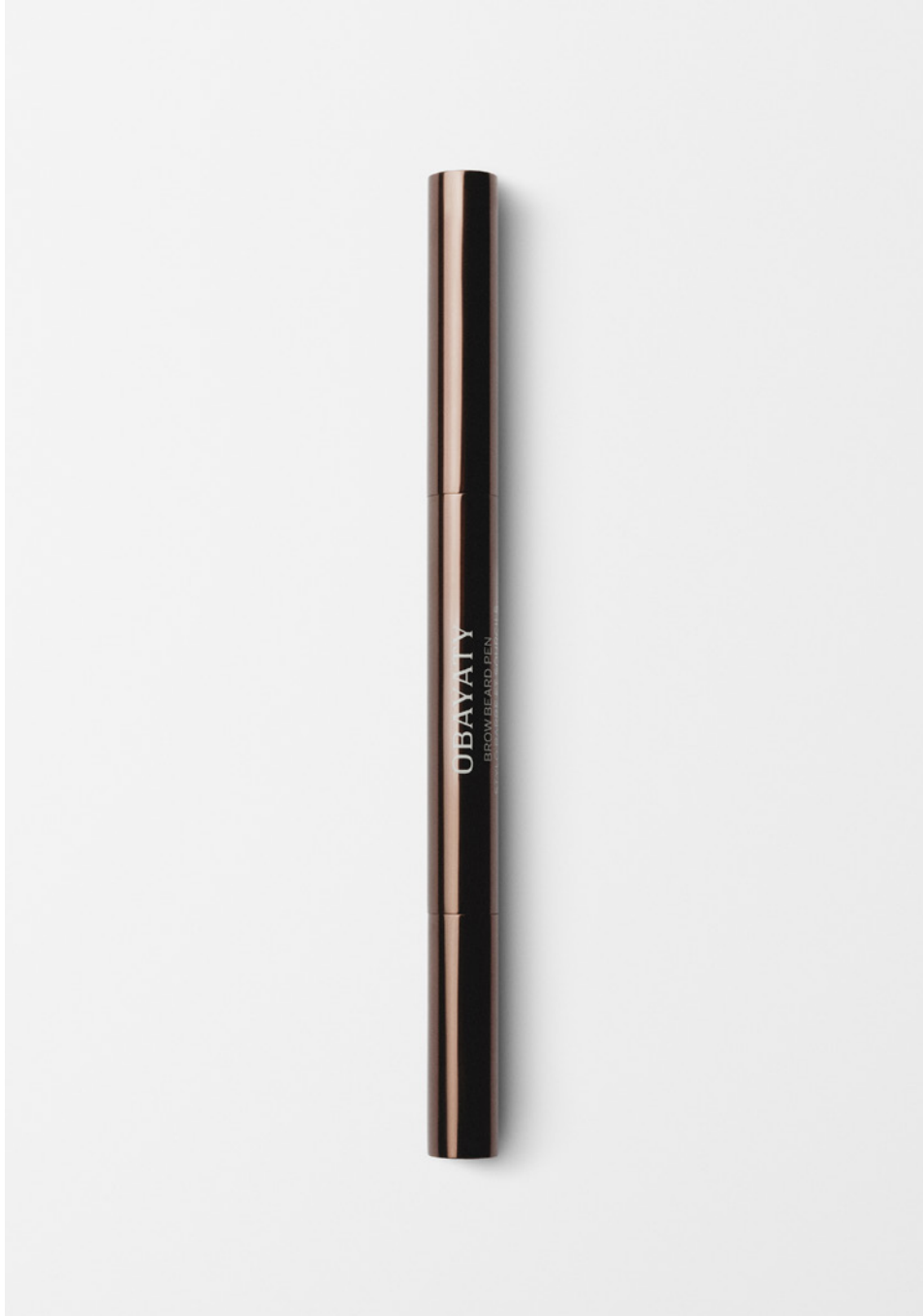
ABOUT OBAYATY

Obayaty is a contemporary beauty house for men – born in Los Angeles, refined in Stockholm.

Founded by Max Martin and Pontus Frankenstein, the brand was born from a belief that self-expression is the currency of wellbeing. Our mission is to reinvent men's beauty through science, innovation, and creativity — educating and inspiring men to refine their daily rituals, boost confidence, and explore self-expression and wellbeing on their own terms.

FURTHER INQUIRIES

obayaty.com/press
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Available in four shades.



Black



Brown



Taupe



Blonde



Moley wears Beard Brow Pen; Brown.



Before, left, and after, right.



Triangular tip of Beard Brow Pen; Brown.

For further images and information visit obayaty.com/press.