

# OBAYATY

RETOUCH STICK  
Concealer





## RETOUCH STICK

### Concealer

**The Retouch Stick reduces and covers redness, blemishes, spots, and the appearance of dark circles, creating a healthy, moisturized skin finish.**

This concealer offers light-to-medium coverage and melts into skin creating a healthy, even complexion. Camelina sativa seed oil paired with organic thyme reduces redness, while nourishing, smoothing and covering imperfections for a natural, barely-there result.

Choose from 5 adaptive shades that adjust seamlessly to your skin tone.

#### PRODUCT BENEFITS

##### Cover

Natural coverage that melts into skin. Perfect for the eye area to cover dark circles.

##### Soothe

Antioxidants nourish, soothe and reduce the appearance of imperfections for a natural skin finish.

##### Care

A blend of thyme and camelina oil reduces irritation and supports skin recovery.



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### ACTIVES

#### Camelina Sativa Oil

Helps soothe irritation and supports recovery for blemish-prone and reactive skin.

#### Organic Thyme

An antiseptic and antioxidant ingredient that helps reduce and heal blemishes and redness.

All Obayaty products are vegan, cruelty-free and dermatologically tested.

### CLAIMS

100% of men asked said that this product doesn't dry out the skin

93% of men asked said that this product gives a natural finish

The clinical tests were conducted on multi-ethnic male subjects aged 20-60 years by a third party.

### HOW-TO

1. Tap the bullet onto skin where coverage is needed.
2. Blend by tapping formula into skin with a clean fingertip until reaching a natural, barely-there result.
3. Repeat for more coverage.



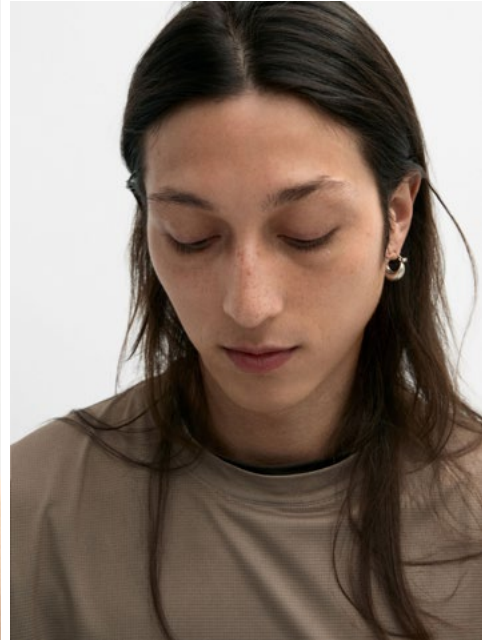
## **About Obayaty**

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:**

press@obayaty.com



The Eye Booster comes in 5 adaptive shades.  
From top left; Light, Deep, Light Medium, Deep Medium, Medium.



Retouch Stick refill with case.