Luxury and hard-to-find male grooming products now available from Uniquemen.co.uk

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For many companies, women's products are more widely promoted than those for men. However, new online retailer Uniquemen.co.uk aim to change this for good.

Focusing on luxury male grooming products - in particular those that can be hard to find on the high street - Uniquemen.co.uk was launched to raise the profile of high-end **men's grooming products** in a world that is mostly dominated by ranges designed for women. In many stores, mens' skin, body and hair care products will only make up approximately 5% of the available range, with staff often less informed about the men's products than those created for women. Unique Men Managing Director Chris Bailey found himself becoming increasingly frustrated about the lack of information on offer, finding it difficult to find the appropriate products to meet his personal needs. After speaking to others, he found that he was not the only one who felt this way.

As a result, Unique Men was founded: an online store focusing solely on high-end men's products to suit a range of skin and hair types. The products featured on the website are mainly from salon and spa brands that are not readily available on the high street, with current partners including names such as Thalgo, A'Kin and Mary Kay.

However, Unique Men is not just a portal for selling these products: it is also somewhere where men can find the very best up-to-date advice about the best products on the market. Working in a completely unbiased way, with no commission paid by any of the brands featured on the site, the Unique Men team are happy to make recommendations for the perfect products to suit individual needs.

The range of products on offer is ever-expanding, and the team are more than happy to listen to customer recommendations for products that should be stocked: a strong focus on customer service is at the core of their brand.

Says Chris Bailey, Managing Director of Uniquemen.co.uk, "I am please to announce that Unique Men are new to the market and offering products that aren't readily available on the high street. We have a great range from skincare to gifts, but two of our newest products are the re:activ bodycare which is skincare for athletes and has been shortlisted for Best New Male Skincare 2014 and our newest hair care range from Dear Barber which offers a great hair product for the sophisticated man."

For more information about the company, visit the website at www.uniquemen.co.uk.

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