



You are not one more.
You are **THE ONE.**

Hello,
I AM Jorge Puig.

Founder of **I AM**
SKINCARE FOR MEN.

I AM Jorge Puig — husband, father, believer, and the founder of I AM SKINCARE FOR MEN.
However, before any title, I am a man in constant transformation.

For as long as I can remember, I've believed that how we treat ourselves says more about who we are than what we own. That's why I've always taken care of myself — not out of vanity, but out of respect because I learned long ago that
I AM my best presentation card.

THE MOMENT THAT CHANGED EVERYTHING

For years, I used the best skincare brands money could buy.
They worked — but every time I looked at the price tag, a question echoed in my mind:
Why should something that makes us feel good belong only to a few?

One night, at 3 a.m., that question became my turning point. I realized the real luxury isn't in the packaging — it's in the way a product makes you feel about yourself. So I decided to build something that could bring that feeling to every man who seeks to better himself.

I met with a U.S. laboratory, analyzed the world's top formulas, and confirmed what I had sensed: luxury had become overpriced. Not because of quality — but because of ego.

That day, I promised myself to change that. That promise became **I AM.**

WHAT I AM STANDS FOR

I AM was never meant to be just another skincare brand. It's a reminder that every man deserves access to products that respect his skin, his time, and his effort — without the inflated cost.

Our formulas are certified, tested, and built to perform — because self-respect deserves real results.

But I also knew that skincare alone was not enough.
To look good, you first have to feel good.

That's why we created THE ONE APP — a program that cares for your body and your mind:
meditations, breathing, nutrition, and movement.

It's free with any of our products because your wellbeing shouldn't have a price tag. And then came THE ELITE PROGRAM — a space for men who live this transformation and share it. **Real people. Real stories. Real change.**

THE MISSION

I AM exists to remind men that discipline is freedom, that taking care of yourself is not weakness, and that true luxury is the ability to become the best version of yourself — inside and out.

This has never been about money. It's about contribution. It's about creating something that outlives me — a culture of self-respect and purpose.

Thank you for reading.
Thank you for believing.
And thank you for becoming part of this movement.

God bless you all.

— Jorge Puig
Founder of I AM SKINCARE FOR MEN

