



I AM

THE FOUNDING STORY

I AM was not created
to compete.

It was created
to **correct**.

There was a time when skincare was not a movement,
a lifestyle, or a personality.
It was simply care.

Over time, care became packaging.
Packaging became mythology.
Mythology became pricing.

And men were told that looking better meant paying more, not because the ingredients were rare, but
because the message was expensive.

We chose not to accept that.

We studied what was being sold as luxury.
Not through advertisements, but through laboratories.

We placed expensive products on real test benches. We examined formulas instead of claims.
We measured what they contained, not what they promised.

What we discovered was clear. The cost was not in the creation. The cost was in the story.

So we chose to write a different one. Not a louder one.
Not a more emotional one. An honest one.

We decided that premium care should not belong to a few.
It should be built once and offered honestly to anyone.

Not diluted. Not disguised. Not inflated.
Simply made right.

As we continued studying the science, we realized something deeper.
Skin reflects more than product.

It reflects sleep, stress, discipline, hydration, nutrition, self-neglect, and self-respect.
It mirrors how a man lives, not just what he applies.

So we did not stop at formulas.
We built structure.

Not commandments. Not doctrines.
A voluntary system for men seeking order in a world that had become loud and fragmented.

That system became THE ONE.
Not a movement. Not a promise. **A reset.**

THE ONE does not ask who you are.

It helps you return to it.

It does not demand belief. It offers structure.

It does not promise transformation. It provides tools.

I AM stands on two truths:

You deserve products built with integrity.

You deserve a life that feels aligned, not advertised.

We do not sell confidence.
We do not sell identity.
We do not sell faith.

We sell care:
for your skin, your body, and your daily rhythm.

Everything else is optional.
Everything else is offered with respect.

I AM is not here to tell you who to become.
It is here to support how you already choose to live.
Quietly. Cleanly. With dignity.

This is not a brand.
It is a standard.

This is I AM.

God bless you all.

— Jorge Puig
Founder of I AM SKINCARE FOR MEN

