

MEDIA RELEASE

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The Most Unusual Grooming Product of the Year Comes from Australia

It's very likely the most expensive milk in the World, and it's made just for beards!

Eleven years ago, the boutique men's grooming disruptor Milkman Grooming Co burst onto the scene & quickly established a global reputation for its beard care products. "Since then, there's been hundreds of boutique beard care brands that launched in our wake but they all pretty much sell the exact same kinds of products with little innovation", according to Milkman's part indigenous co-founder Jackee De Campo. "We found many customers weren't happy with how oily and greasy many of these beard products are". So Jackee's husband (and scientist), Dr Ben De Campo decided to invent Beard Milk™, a product that softens the beard more deeply and for longer, without the greasiness of traditional beard oils, balms and butters.

Developed by a small, dedicated team on the Sunshine Coast, Beard Milk applies just like a beard oil — lightweight, smooth, fast-absorbing — but with a groundbreaking formulation that penetrates deeper and hydrates longer. The result: a softer beard that stays conditioned throughout the day without feeling greasy or heavy.

With more men seeking effective and uncomplicated grooming solutions, Beard Milk arrives as a timely innovation. According to Milkman Grooming Co.'s founders, the product was created to solve a problem they saw across the industry.

"For years, beard oils and balms have been the only conditioning options available. They work, but we knew they could work better," said Ben. "Beard Milk is a total reinvention — lighter than oil, more nourishing than balms and butters, and designed for guys who want real softness without the greasiness, or the maintenance."

Beard Milk's unique milky texture is engineered to deliver extended hydration, reducing coarse texture, beard itch, dryness, and split ends. The formula also allows the beard to retain moisture longer, making it more manageable throughout daily activity, heat, or sun exposure — a crucial advantage for Australian climates.

"We're incredibly proud that a small team has created something genuinely new for the global grooming market," said Jackee. "This wasn't about following trends — we built Beard Milk from scratch because we believed the bearded community deserved better."

The launch marks a major milestone for Milkman Grooming Co., known for its premium beard and skincare products crafted locally in Queensland. Beard Milk will be available exclusively through the company's official website and select retail partners, including Shaver Shop, with early demand already exceeding expectations with their pilot launch selling out in days.

Key Features of Beard Milk

- **World-first formulation:** A completely new product category in beard care.
- **Long-lasting softness** beyond oils, balms, and butters.
- **Lightweight, non-greasy texture** for effortless daily use.
- **Designed and manufactured in the Sunshine Coast**, supporting local Australian production.
- **Suitable for all beard lengths and styles.**

Availability

Beard Milk is now available via www.milkmanaustralia.com and soon to be launched in selected stockists nationwide including Shaver Shop & independent barber shops.

About Milkman Grooming Co.

Milkman Grooming Co. is an independent Australian grooming brand based on the Sunshine Coast, Queensland. Known for innovative formulations and premium men's care products, the company focuses on simplicity, effectiveness, and sustainability in its approach to grooming solutions.

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