

Cologne Twist

Roger&Gallet gives its iconic Cologne a new twist

I. A legacy of iconic freshness

1806 - Jean Marie Farina, an audacious dandy, inherited the Eau de Cologne formula. A new product derived from an ancient remedy, Eau de Cologne highlighted the formula's natural raw materials, thanks to essences distilled from 13 medicinal plants. The result was a fragrance that exuded bold freshness and rapidly became a must-have amongst European royalty. The bottle was so prized that Jean Marie Farina chose to sign it to prevent counterfeiting. A new legendary fragrance was born.

2024 - In a nod to this icon, handed down from generation to generation, Roger&Gallet took up the challenge of revamping its Eau de Cologne. A stylistic exercise that exalts the fragrance of citrus fruit and unveils the woody notes for a resolutely groundbreaking scent with a definite Twist.

II. Cologne Twist: ready-to-wear Eau de Cologne

Cologne Twist, a play on contrasts

A vibrant and luminous tribute to the original Eau de Cologne, with its soothing and beneficial freshness, which is electric and almost sexy.

When revamping this iconic freshness, Karine Dubreuil imagined a formula full of contrast, with a zesty burst of citrus and deep powerful white woody notes, in a 95% natural composition.

Luminous Sicilian and Calabrian citrus fruits lead the way. This frosty cocktail of tart lemon, juicy mandarin and sun-drenched bergamot reproduces the galvanizing effect that a splash of icy water has in the midst of a heat wave.

This is followed by an invigorating surge of aromatic herbs: clary sage, mint, basil and rosemary. A variety of spices, from cardamom to cinnamon, and enhanced by the peppery, lemony notes of elemi bring an electric appeal to these green notes.

Finally, a sensual blend of white woods with carnal accords gives the fragrance its lingering presence. The almondy accents of tonka bean, the ambery power of cashmere wood, the sensual facets of ambroxan and the enveloping notes of musk intertwine to add a new, more intense and deeper boldness to the Eau de Cologne.

An eye-catching bottle

The house's emblematic bottle has adopted a fully transparent, ultra-Twist dress code - craft gray clashing with neon yellow in an ultra-nineties colorama - with round reliefs encircling the bottle neck up to the cap. In homage to Jean Marie Farina, the name "Cologne Twist" is hand-signed on the label... to prevent future counterfeiting!

Cologne Twist, 13 natural distilled essences:

Top notes:

Lemon essence

Mandarin essence

Bergamot essence

Heart notes:

Litsea Cubeba essence

Elemi essence

Spearmint essence

Rosemary essence

Basil essence

Lavandin essence

Clary Sage essence

Cardamom essence

Cinnamon essence

Geranium essence

Orange Blossom

Dry down notes:

Cashmere Wood

Moss

Ambroxan

Musks

Tonka Bean

III. Cologne Twist: Grooming in 2024

Inventor of the round soap bar as well as the shaving stick, Roger&Gallet has mastered the art of grooming... in solid form! The House has set its goal: to support men in their busy lifestyles with a product range that is sustainable, practical and easy to use.

Cologne Twist is available in 5 new formulas.

Cologne Twist Cleansing Bar for the Body, Face and Hair

In 1879, the house launched its very first round soap bar wrapped in tissue paper and stamped with its seal, packaging that has remained unchanged to this day and elevated to the status of a global toiletry icon.

Roger&Gallet drew inspiration from this product to create its Cologne Twist Cleansing Bar for the Body, Face and Hair. The gentle formula, composed of 94% natural ingredients, is perfectly adapted to the skin on the face and body, as well as the hair.

Upon contact with water, this 3-in-1 Cleansing Bar transforms into a lightweight, creamy foam that rids the skin of impurities. Enriched with sweet almond oil and sage extract, the formula deeply nourishes the skin on the face and body, enveloping it in the delicate citrus and woody fragrance of Cologne Twist.

Specially designed for men with busy lifestyles, this multipurpose formula turns each shower into a moment of absolute well-being for both skin and hair!

Cologne Twist Shaving Bar

A pioneer in the field, Roger&Gallet has long been an expert in the art of shaving. As far back as 1890, the company designed ultra-modern push-up Shaving Sticks and porcelain boxes of shaving cream for beards that resembled true Art-Deco objects.

Always ahead of its time, Roger&Gallet launched its first Shaving Bar.

Eco-friendly, gentle on the skin and ideal for on-the-go use, it contains only the essential ingredients, nothing superfluous, to ensure a flawless shave.

Applied with a shaving brush or directly to damp skin, the Shaving Bar transforms into a dense foam that protects and nourishes the skin, thanks to its composition, enriched in sweet almond oil and sage extract. It leaves the skin clear, silky smooth and supple, protecting it from irritation, as well as delicately scented with the fresh, sexy notes of Cologne Twist.

Cologne Twist Shower Gel

Roger&Gallet has also created Cologne Twist Shower Gel, a plant-based cleanser. The enveloping texture melts into the skin, infusing it with nourishing sage extract and aloe vera, as well as the fragrance notes.

Cologne Twist After-Shave Gel

A must-have after-shave, Cologne Twist After-Shave Gel feels like a splash of moisture on the skin, effectively extinguishing razor burn.

First, its texture: a gel, with a particularly sensorial icy effect, instantly penetrates the skin without leaving a greasy film, refreshing the face and soothing irritation. Brimming with sage extract, the gel leaves the skin moisturized, soft, smooth and toned.

Cologne Twist Deodorant

To enjoy the beneficial action of Cologne Twist throughout your entire routine, Roger&Gallet has developed an alcohol-, aluminum- and paraben-free deodorant that is gentle on both the skin and clothing. A discerning blend of high technology and ease of use, the solid stick formula allows for simple and precise application and remains effective for 24 hours.

Barber Sasha Massimbo's tips for optimal grooming:

How do you maintain your beard on a daily basis?

It depends on your skin type and the style of beard you want.

As men tend to have thick and combination skin, cleansing is essential.

For black skin, which is naturally thicker and produces more sebum - leading to ingrown hair in shorter beards - it's essential to exfoliate the skin 3 to 4 times a week.

For longer beards, it's important to moisturize both hair and skin, regardless of skin type. A water-based cream is generally used to moisturize hair. Contrary to popular beliefs, oil doesn't moisturize hair, but rather nourishes it, promoting healthy growth and adding shine.

How do I use a shaving bar?

To effectively use a shaving bar, you'll need a shaving bowl, a barber's shaving brush and a cabbage cutter or razor.

Here are the steps to follow:

1. Wet the shaving brush with hot water.
2. Sweep the brush over the shaving bar to coat it in the product.
3. Rub over the shaving bar in the bowl to create a creamy lather, but not too thick to prevent it from drying out quickly on the skin.
4. Apply the lather to the skin by rubbing gently.
5. Place a warm towel over the face to open pores.
6. Reapply lather to areas to be shaved.
7. Shave in the direction of hair growth, using a cabbage cutter or razor.
8. For a close, smooth shave, reapply lather and shave against the grain (ask beforehand if your client is used to this type of close shave).
9. Use a cool towel to remove residual lather and tighten pores.
10. Apply after-shave cream to the face and gently massage in. It's important to note that the risk of ingrown hair is higher in individuals with sensitive or thick skin.

What are the advantages as compared to a foam formula?

The advantage of the shaving bar is that it requires no preparation. Simply wet the loaf a little and apply directly to the shaving area. Its shea butter base moisturizes and protects the skin.

What tips do you have for soothing razor burn?

It's important to open pores with a warm towel to facilitate shaving, and then tighten them with a cool towel. Apply an after-shave gel to soothe the skin.

Soap bars, stick deodorant... Solid formulas are extremely popular today. Why do you think this is the case? What are their advantages?

Today, solid formulas are becoming more and more popular, due to their reduced environmental impact in terms of packaging, as well as their more natural composition.

After years of full beards, what's the latest beard trend?

After the full beard trend, we are now seeing a rise in popularity of the “pornstache” mustache.

What are your top three tips for a shiny beard?

Clean, moisturize and nourish EVERY DAY

What are the mistakes you should avoid making to maintain a full, beautiful beard?

Nourishing the beard, without moisturizing it.

Roger&Gallet's Cologne Twist range

Cologne Twist, 100ml, 46.80 CHF

Cologne Twist Cleansing Bar for the Body, Face and Hair, 12.40 CHF

Cologne Twist Shower Gel, 9.90 CHF

Cologne Twist Shaving Bar, 17, 10 CHF

Cologne Twist After-Shave Gel, 24.30 CHF

Cologne Twist Deodorant, 14.60 CHF