

FOR THE BOYS: MENSGROOM
Globe Style
Keep it clean, boys

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Until recently, most pharmacies carried a small shelf of basic grooming products for men: shaving cream, deodorant, aftershave and if you were lucky to find it, the occasional soap on a rope.

These days, however, the grooming game is growing faster than a five o'clock shadow and cosmetic companies are intent on stocking entire aisles with potions, lotions, serums and emulsions devoted solely to male beautification.

The latest items to hit the mass masculine market are from a Mississauga, Ont.-based company called Mensgroom, whose products aim to take the preciousness out of shopping for such items. Created by one of the heirs to the Schwarzkopf empire, German-Canadian Gerd Schwarzkopf, (Gerd's grandfather, Hans Schwarzkopf, invented the first powder shampoo in 1903 and went on to launch hair schools around the globe), the marketing behind the brand is anything but typical.

From a facial cleanser labelled "Be Cleansed My Son" to a shaving balm named "Soothe The Shaven Beast," Mensgroom has its tongue firmly planted in its "Scrubbed the Right Way" exfoliated cheek. According to the company's ringleader, 71-year-old Schwarzkopf (who emigrated to Toronto in 1951), Mensgroom isn't quite as gimmicky as it sounds. "While packaging may sell your product once, performance sells it twice," he explains. "Our formulas are performance driven with really simple directions, which is perfect for everyday guys.

Our clients may laugh when they read the outer cartons but they repeatedly tell us they would not be embarrassed if someone were to see our product in their bathroom or gym bag. Most importantly, men loved the smell and performance of the formulas. Their reaction is always the same –

'Finally, somebody gets it!' "

Mensgroom products range

from \$22 to \$49 and are available at The Bay (www.hbc.com).

For more information visit www.mens-groom.com .

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Illustration

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