

The  
**TAXONOMIC  
GUIDE**  
— to —  
**MALE  
GROOMING**

In the following pages, we present three categories of man—all mighty and admirable in their own right—and the best rituals and elixirs for each. Plus, the case for not neglecting your hygiene.



**BY RODNEY CUTLER**

PHOTOGRAPH BY  
ERIC HELGAS



## THE GENTLEMAN



**5. Brave Soldier shower shave** (\$19; [bravesoldier.com](http://bravesoldier.com)) Even though the sportsman takes a little more time getting ready, he still looks for efficiency when possible.



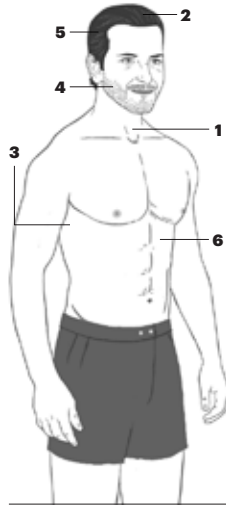
**6. Dermalogica Pure Light SPF 50 moisturizer** (\$60; [dermalogica.com](http://dermalogica.com))

If you spend even short periods of time in the sun, you really should be using a moisturizer that both protects and treats the skin.



**7. Lavilin Foot Deodorant cream** (\$50; [lavinil.com](http://lavinil.com))

This keeps your feet smelling fresh for a couple days. Use it and everyone will thank you.



**1. Gucci Made to Measure cologne** (\$88 for 3 oz; [gucci.com](http://gucci.com))

As the name indi-

**NATURAL HABITATS:** Cocktail bars, black-tie events, the club, private clubs, country clubs  
**PREP TIME:** 43 minutes  
**PHILOSOPHY:** Your medicine cabinet should be a well-stocked arsenal of the best supplies.

cates, this cologne is meant to complement a well-tailored suit. Cedarwood and nutmeg balance hints of lavender and citrus, making this one of the most elegant masculine scents to debut this year.



**2. Baxter of California Hard Cream pomade** (\$20; [baxterofcalifornia.com](http://baxterofcalifornia.com))

Baxter's pomade helps you achieve the slicked-back style without looking like you have the hair of a greaser or a Ken doll. Use it with wet hair when you're going out, or dry hair when you want to look more natural.



**3. Viktor & Rolf Spicebomb deodorant** (\$29; [sephora.com](http://sephora.com))

This is a luxe take on deodorant, with sleek packaging and a sweet-pepper-and-tobacco scent.



**4. Duke Cannon Supply Co. Superior Grade shaving cream** (\$13; [dukecannon.com](http://dukecannon.com))

This will help you achieve the closest shave possible without the help of a professional. The macadamia-nut oil provides excellent lubrication, and aloe, shea butter, and calendula prevent

irritation and moisturize the skin.



**5. Mr. Smith shampoo and conditioner** (\$30; [mr-smith.com.au](http://mr-smith.com.au))

First off, those bottles. They belong in a gentleman's shower. Second, the contents: There are no silicones or chemicals, so the gentleman will have exquisite hair.



**6. Burberry Brit Rhythm shower gel** (\$32; [us.burberry.com](http://us.burberry.com))

A gentleman should always smell impeccable. Washing with this will have you smelling like a leather coat that's been dragged through a field of herbs.

### TREAT YOURSELF

- Get a bottle of eucalyptus essential oil from your drugstore and put a few drops on a towel.
- Boil water, place the towel in your tub, and pour the water over it.
- Wait a minute, unless you want a

- new painful method of exfoliation.
- Lean back. Lay the center of the folded towel across your chin, lift both sides, and wrap them around the sides of your face, covering your eyes so that your nose is exposed.

## In Opposition to Cleansing Reduction

BY JENNINGS BROWN

**T**here's an unfortunate new grooming movement known as cleansing reduction. Much like agents of its dietary counterpart, Paleo, cleansing reducers think that our bodies will function better if we adopt the habits of cavemen. I tried Paleo, and I know it's not healthy because my doctor told me it was the reason I had hemorrhoids and high cholesterol at 26. I haven't tried cleansing reduction, but I know it's not healthy because I've sat next to a homeless person on the subway.

The longest I've gone without a shower was 16 days. Before embarking on the backpacking trek through Philmont Scout Ranch, I was greasy, pimple-infested, and reeked of Axe and pent-up pubertal hormones. When I finally made it back to base camp, I looked in the latrine mirror and saw, hidden behind a faint screen of whiskers, a face

of clear, glowing skin topped by a wild tangle of unusually healthy hair. And according to bystanders, I actually didn't smell terrible.

My scouting experience wasn't cleansing reduction. It was camping. Camping is totally different. When you're in the great outdoors, whether you're hiking or beaching or caving like a real Neanderthal, grooming is unnecessary. You're enveloped in the natural process, and your body can regulate itself as long as you take a dip in a body of water every so often. In an urban environment, you're enveloped in unnatural smut, and your body needs more help. Instead of neglecting hygiene, take a break from city life and cleansing entirely. Wallow in your own filth for a while. You'll notice the positive effects on your skin and hair. And when you get back, that shower will feel fantastic.