

# 14 Best Men's Skincare Brands in 2022

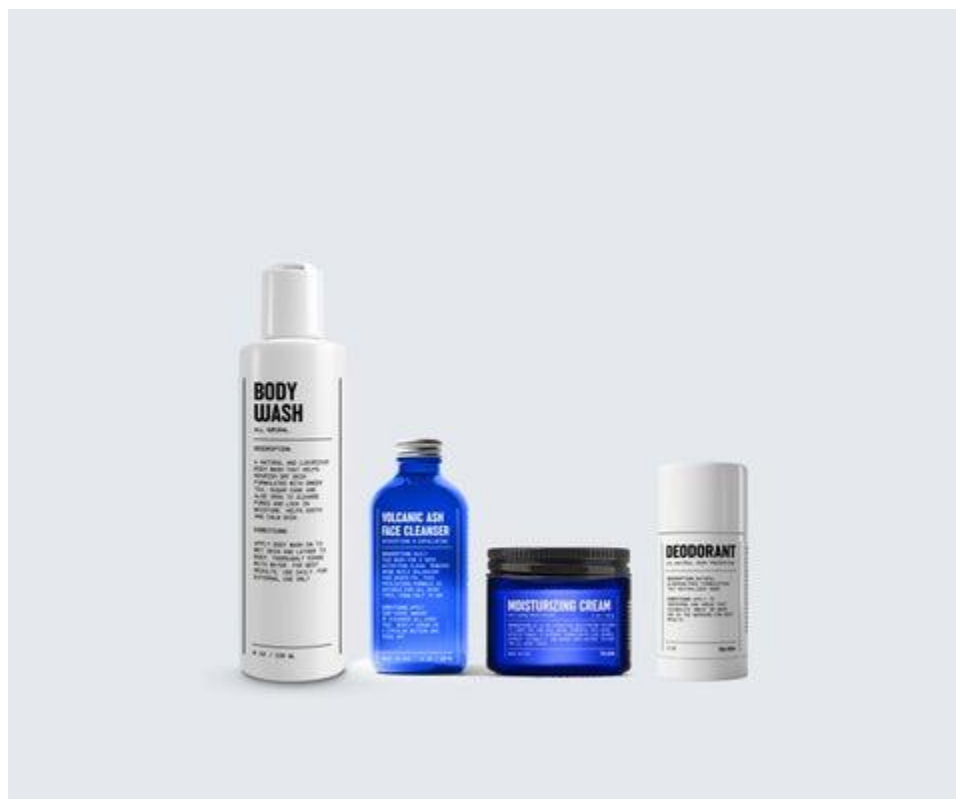
Ten years ago, the conversation around men's skincare was essentially non-existent. As a result, many guys didn't know the first step in caring for their skin. And those who did had to navigate a wide range of products with no clear information on how they would benefit them.

Today, the market is saturated with skincare products marketed towards men. With the explosion in men's skincare products, there came a mixture of high-quality and not-so-great products that flooded the market.

Finding the right skincare products requires you to think of so many different things. Whether it's your skin type or your skincare goals, there are many, often overwhelming, ways to approach your skincare routine. It also isn't helpful that no two people have the same skincare concern, as every profile is unique and constantly evolving.

While it may be easy to get lost in a sea of both excellent and lousy skincare products, it can make a world's difference to trust the brand that's putting these products out there. So we researched and put together a list of the best men's skincare brands in 2022 that you can trust as an authority to care for your skincare needs in the new year.

## 1. [Blu Atlas](#)



Few skincare brands have the determination Blu Atlas does in delivering 100% natural and effective ingredients for its skincare products. We love how Blu Atlas doesn't just settle for being committed to natural ingredients; it also backs up its formulas with science to deliver incredible results.

Blu Atlas skips harmful ingredients like sulfates and parabens and opts for easy-to-understand, no-nonsense ingredients instead. As a result, customers don't have to worry about damaging their skin on their journey to a great skincare routine. The Blu Atlas Moisturizer is a highlight from their transformative skincare lineup, packing vitamins C and E to provide long-term hydration to the skin. In addition, its seaweed extract offers antioxidant properties that protect the skin from aging effects.

We also love the Purifying Face Mask, which gives a deep facial clean without harming the skin's outer layer using its bamboo oil's antimicrobial properties. The brand covers your skincare needs from head to toe, including body wash, shaving cream, deodorant, and even cologne.

Blu Atlas is a new entrant into the skincare market that's shifting the paradigm away from the conventions of men not caring for their skin. Instead, their all-natural philosophy aims to deliver practical results for contemporary men. On top of that, it thrives on customer happiness, offering superb customer service and a satisfaction guarantee. For its all-natural formulations and admirable mission to revolutionize men's skincare, it's a no-brainer that Blu Atlas takes the #1 spot of best men's skincare brands for 2022.

## 2. Clinique for Men



You really have to hand it to Clinique. They were putting a spotlight on men's skincare since before the conversation around taking care of your skin had even taken off for men. That wash, exfoliate, moisturize routine you've been using since you can remember was invented by Clinique. Clinique's products have been around since 1976, and their time-tested formulas are what makes this a fantastic brand to trust with your skincare needs.

Clinique's products include the whole spectrum of skincare. From products in their 3-step range of washing, exfoliating, moisturizing lineup to more targeted solutions for different skin types and ailments. Of course, we couldn't get enough of their Mattifying Moisturizer which tackles oily skin types to remove acne-prone areas. The Maximum Hydrator 72-Hour Auto-Replenishing Hydrator is also a highlight that energizes the skin and provides incredibly long-lasting moisture.

One of the top names and thought leaders in dermatology, you can trust Clinique to deliver skincare effective solutions for men.

### 3. Harry's



With a startup mentality of moving fast and changing the way things work in the shaving space, Harry's ushered in a pivotal moment in skin healthcare. The innovative company was born out of a simple need to have affordable, high-quality shaving solutions for men. It quickly grew to bring shaving to the digital age. Ultimately, this simplified the distribution process and reduced overall costs, allowing Harry's to reach scale. While the company started in the shaving space, it quickly leveraged its shaving experience to branch into delivering skincare solutions like toners and moisturizers. Harry's focuses sharply on simplicity throughout its product lineup and employs over 500 designers, engineers, and chemists to dedicate to its mission.

We love the pride Harry's takes in giving back to the community and the environment. Not only does their product make high-end shaving more accessible, but it also donates 1% of its profits (already \$5 million) to mental health institutions and non-profits for men. In addition, its minimalistic packaging formats are all designed to be recyclable. Harry's is perfect for men that want access to high-quality shaving and skincare ingredients but don't want to break the bank.

#### 4. Rugged & Dapper



"Are you rugged, or are you dapper?" This light-hearted question kicks off Rugged & Dapper's online questionnaire, which includes other fun queries. With this thoughtful first impression, it's clear to see that this company genuinely cares for your skincare needs. Created for men that don't have time for nonsense products, Rugged & Dapper was born out of founder Ryan Labaqui's quest to find a skincare routine that worked for his low-maintenance lifestyle.

One of our favorite signature products is the Power Scrub Face Wash, which uses natural ingredients to attack dirt and debris below the skin's surface. It also helps with skin turnover and creates a more fresh complexion over time. The Age Defense Eye Complex is also a highlight, making you look less tired by reducing puffy eyes.

We love that Rugged & Dapper leverages healthy ingredients to make its customer feel more authentic and confident in any situation. It's a super adaptable brand that skips the nonsense and is personalized to fit right into your lifestyle.

## 5. Anthony



Born in New York City, Anthony is an award-winning brand focused on simple to use formulas. Started by Anthony Sonic, the brand was born out of a mission to find products that met his skincare needs. By making easy-to-use formulas, Anthony strives to make men stop worrying about their day and deliver an effective solution to care for their needs and improve their skin quality.

Anthony uses cutting-edge technology and a comprehensive approach to deliver straightforward skincare results. We couldn't get enough of its Algae Facial Cleanser, which combines aloe and chamomile to heal bumps and calm the skin. We love that Anthony has a wide range of skincare products that have their ingredients explicitly highlighted.



## 6. MARLOWE



With a focus on simplicity in formulas and packaging, MARLOWE is a down-to-earth, no-nonsense brand. Free from sulfates, parabens, and phthalates, this brand is for the guy that can't get enough of being active and playing sports. It's co-owned by boxer Ryan Garcia who swears by MARLOWE products' ability to deeply clean after a sweaty boxing match.

We love their best-selling No. 102 Body Scrub Soap Bar that helps alleviate dryness using fresh ingredients like pine and cedarwood. It's a great example of how all of MARLOWE's products hit the spot when it comes to looking and feeling fantastic.

## 7. Hims



Hims takes personalization and convenience to the next level. To get started, you're prompted with a questionnaire that assesses your current skin conditions, your skin goals, and other preferences. This survey helps the service match you with a licensed provider who can provide treatment straight to your door. So say goodbye to visits to the dermatologist and spending countless hours buying skincare products in-store.

One of our highlights is the Hims Vitamin C Serum, which contains antioxidants that help protect your skin from sun damage long-term. You also can't go wrong with their Goodnight Wrinkle Night Cream, which provides long-lasting hydration while you sleep.

We love that Hims is inspiring men to talk about their skincare issues and get the medical help they need to address their goals. Not only does Hims treat skincare, but also mental health, sexual health, and hair health—making this a phenomenal company to address men's end-to-end needs.



## 8. Bevel



Co-signed by Nas, Bevel is specifically formulated to meet the skincare needs of men of color, which can be underrepresented in the products that are out there. Created from a need to meet the unique dynamics of black skin, Bevel provides innovative solutions no matter what skin tone.

The Bevel Moisturizing Face Gel is incredible for cleansing and hydrating using vitamin and tea tree oil. These ingredients nourish and balance the skin's pH for long-term skin texture improvements.

Bevel brings a profound level of empathy and understanding for the impacts of sensitive skin on men of color. Its products are free of sulfates, parabens, dyes, silicones, and artificial ingredients to help all skin types. We are impressed by Bevel's inclusive philosophy and ability to tackle a segment of the men's skincare market that has unfortunately been neglected for far too long.

## 9. Lumin



Lumin was created for men who want to take care of themselves beyond cleansing and moisturizing. Their introductory Classic Maintenance Set is phenomenal at giving you a three-in-one solution to make your skincare routine consistent. It's a perfect example of a combination of products designed to work efficiently off of each other.

Venture beyond the set, and you'll find a wide range of products, from Exfoliating Rub to Dark Circle Defense. These products help eliminate dirt and debris from the skin and provide anti-aging effects for tired-looking eyes. We also really enjoyed the Anti-Wrinkle Serum, which leverages pomegranate, green tea extract, and hyaluronic acid to visibly reduce fine lines and

wrinkles. These are only a few products in a lineup of robust solutions for men's skincare that cover all the bases in skincare.

We love Lumin's ability to educate skincare newcomers and make them feel welcome with the suitable options while catering to the pros looking to take their regimen to a whole new level.

## 10. Every Man Jack



The name Every Man Jack was born out of an old English idiom that means "a group of men." We couldn't think of a more appropriate way to represent a brand that's so devoted to the collective needs of the "Everyday" man. Born in San Francisco in 2007, this innovative skincare brand strives to leverage the power of natural ingredients to the masses.

Every Man Jack prioritizes vegan-friendly ingredients with sustainable packaging, and they're always striving to improve their manufacturing processes to create even more of an impact. We couldn't get enough of the Evolved Essentials set, which comes with Every Man Jack's signature body wash, deodorants, shampoo, conditioner, face clay, and lotion. These products' refreshing mix of citrus, cedarwood, and sea salt scents are sure to leave you smelling and feeling your finest.

What started as an exclusive distribution of a wide range of products at Target quickly scaled to reach more stores, including Whole Foods and Costco. This expansion strategy is symbolic of its mission to reach the everyday man. We love that Every Man Jack consistently adapts to the evolving landscape of men's skincare needs to bring clean, affordable grooming products for men.

## 11. Tom Ford



Founded by the fashion icon Tom Ford in 2005, Tom Ford brings its legendary status in fashion to solve some of the most challenging issues in skincare. Tom Ford is synonymous with luxurious yet accessible products in the men's skincare market. The brand has been working with scientists to build a premium skincare brand that delivers results.

Their skincare product line highlights the Intensive Treatment Lotion and Emulsion that energizes your skin for long-lasting vitality. Another standout is the Crème Concentrate, which offers white porcelain cacao, Gyokuro (Japanese type of Green Tea), and caffeine to energize and replenish the skin from aging effects.

We love how Tom Ford consistently adds innovative solutions that rely on science to its already robust set of skincare products. The Tom Ford Research line is a remarkable example of this forward-thinking practice. In addition, the product line does a fantastic job of merging luxury and science, which represents the Tom Ford men's skincare brand as a whole.

## 12. Geologie



Geologie's core philosophy is in its easy-to-use, efficient and science-backed products. Geologie recognizes that many men's skincare brands are either: too overpriced without delivering science-backed results, too generic to be effective, or supposedly effective without showing results. The brand believes in skipping the difficult-to-understand ingredients and cutting to the tangible benefits they can provide for your skin.

We love that it personalizes your skincare regimen using a targeted questionnaire. From there, you can shop Geologie's expansive selection of serums, creams, cleansers, and sunscreens. The Geologie Dark & Puffy Undereye Cream was a standout for us. It uses antioxidants, caffeine, niacinamide, and hyaluronic acid to visibly restore the often tired area.

Geologie is the perfect antidote to skincare products that are overpriced, ineffective, and questionably premium. By offering straightforward solutions across a wide variety of skincare issues, Geologie cuts to the chase of yielding results.

## 13. Kiehl's



The heritage of an old apothecary in New York, Kiehl's has been around since 1851. The company was one of the first to list all its ingredients on its product labels and has helped usher in a practice of transparency that only the best skincare brands pursue. Kiehl's has just about anything you need for your skincare needs, from Deep Pore Minimizing Clay Mask to its Anti-Aging Retinol Serum. Its nature-inspired, scientifically proven formulas are bound to promote your skin's health and leave you feeling refreshed.



We love its Midnight Recovery Concentrate Face Oil that restores and hydrates your skin's complexion overnight with just a drop of it. This delightful face oil is just one of the many effective products Kiehl's offers, including end-to-end shaving solutions that protect your skin. There's a reason the brand has been in business for more than a century. Their science-backed formulations with healthy ingredients will invariably be a staple of men's skincare.

## 14. Bravo Sierra



As indicated by its military code name, Bravo Sierra was built by the military for men who lead active lives and men in the military community. The brand is committed to supporting its service members, with 30% of an entire team comprising veterans. Uniquely, Bravo Sierra has an engaged community of over 2,000 members in their Battalion, which helps co-develop their products and is highly involved in testing them and making decisions for the brand.

Bravo Sierra uses clean ingredients and sustainable packaging to deliver high-performance, American-made skincare products to men who lead an active lifestyle. That means its skincare products pack a punch in bulldozing through dirt and debris to offer a refreshingly clean, like the Bravo Sierra Sulfate-Free Citrus & Cedarwood Body Wash.

Bravo Sierra's commitment to the military community is awe-inspiring. The company shares 5% of revenue with its Morale, Welfare, and Recreation programs that strive to improve the lives of

military members across the country. There's nothing like buying great skincare products and supporting a noble and thoughtful cause.

## Men's Skincare Brands Tips and FAQs

We know that navigating the world of skincare brands can be overwhelming. This is because so many different skincare brands focus on appealing to different niches. However, regardless of the brand, it's helpful to clarify the following questions to determine if you're making a good decision.

### Does the Brand Disclose All Ingredients for Consumers to See?

Visibility and transparency are critical when it comes to honestly promoting skincare products. Because companies in the US aren't required to advertise all their ingredients on the label, some brands list only their key ingredients. So when you're reviewing ingredient lists for skincare products, check if they have questionable ingredients like sulfates, surfactants, and parabens.

Ingredients in skincare products should be listed from highest to lowest concentration. To simplify, you should look at the first five ingredients listed on the label. These will determine which ingredients play a pivotal role in shaping the product. You'll also know the bottom ingredients that won't play a decisive role in the skincare formula. While this technique can be used as a general rule of thumb, there are, of course, more nuances when it comes to assessing a product's ingredients.

### Does the Brand Explain Why They Choose Certain Ingredients Over Others?

Many ingredient lists in skincare products include names that sound healthy and magical but might not necessarily be proven to do so. Brands that explain why they chose to include certain ingredients say a lot about their authority in teaching you about skincare. An excellent skincare brand will show you the science and reasoning behind a decision to include certain ingredients over others.

### What Does "Natural" Mean To the Brand?

The word "natural" in any skincare ingredient list can sometimes be misleading. The label can mean that the ingredients are directly harvested from the land to some. To others, it could mean that there was minimal processing of natural ingredients in the lab.

Beyond that, sometimes, even brands that advertise the word natural will still use synthetic products. Look for brands that are upfront about their production processes and see if they promote their sustainable, organic practices.

## What Is the Brand's Background in Skincare?

Many brands are launched by dermatologists that can utilize their extensive science background to craft skincare solutions for men. Make sure the team leading the brand actually knows what they're talking about and aren't just throwing around natural ingredient names in an effort to sound more knowledgeable. Look for brands that create content around their skincare products to educate consumers on what formulas are best for them. If skincare brands can talk about the science and proven effectiveness behind their products, you'll know they have the experience it takes to solve your complex skincare issues.

## What Is the Brand's Philosophy on Skincare?

Asking about the brand's skincare philosophy may seem like a lofty question, but a cohesive point of view on treating skin ailments can elevate a brand. For example, some brands talk about bringing the most cutting-edge scientific innovations to their products. Others might emphasize how they subscribe to ancient herbal remedies to treat the skin.

Many brands offer great skincare products, but how do they all create a unified solution for the skin? The best men's skincare brands elevate their offerings by providing their philosophy on approaching skincare.

## What Are the Steps in an Ideal Skincare Routine?

Not every skincare routine needs to have all the products in the world to make it effective. We've laid out the steps in a recommended skincare routine. If you're a beginner and want a low-maintenance way of getting started, make sure you follow the steps that are considered essential. If you're a skincare pro, you'll probably want to pursue more advanced techniques. Every morning and every night before bed, apply the following steps for your routine:

### Wash Your hands

First, wash your hands to ensure you're not adding more dirt to your face. Many men skip this step, thinking the cleanser will do the job, but you don't want to be adding more debris to your face.

### Wash Your Face

Washing your face with a cleanser is an essential part of the process. Don't skip this, even if you're a beginner. Add lukewarm water to your face and wash with a facial cleanser. You'll want to squeeze out just a nickel of cleanser and gently rub it in circular motions on your face for about ten seconds. Then wash it off with lukewarm water. The key here is to not rinse with too hot or too cold of water to avoid irritation or dryness.

## Scrub Your Face

Only follow this step twice a week in the mornings. Then, with your face still wet, use a scrub to deeply penetrate your pores and clear out dead skin cells. Scrubbing frequently, but not every day, can aid in smoother skin and improve your blood flow for a healthier glow.

## Apply Eye Cream

Your age will catch up to you eventually. The sooner you start thinking about how your skin will progress, the better you can treat it and avoid adverse effects. For example, eye cream will go the distance in making you look less tired and provide anti-aging treatment. While this is a more advanced technique for skincare pros, we can't recommend taking care of your aging skin early enough.

## Use Serum

Also an advanced technique, using serums can help with discoloration and fine lines. Apply a tinge of this concentrated formula across your face and let it absorb into your skin. However, using a serum isn't an essential step in the ritual if you're looking for a low-maintenance routine as a skincare beginner.

## Moisturize Your Face

Moisturizing your face is non-negotiable, no matter what your skin type is. Supporting your skin's protective moisturizing layer is essential for fighting acne and wrinkles. You'll want to moisturize twice a day. You should apply a moisturizer with SPF in the morning or add a separate SPF formula after the moisturizing step. Moisturizing before bed at night ensures other products are locked in and working on the skin. You'll want to skip the SPF before bed since you won't be getting any damaging UV rays in your sleep.

## Keep Your Routine Up To Date

Your skincare routine shouldn't be static; you'll want to evolve it so you can meet your most current skincare needs consistently. In addition, you may experience different types of skin depending on your situation. Whether it's stress from your job or a hiking trip that left your face packed with dirt, your skin needs are constantly changing. Because your body is always in flux, your skincare routine is a trial and error process that you can adjust to your current skincare needs.

## What Important Ingredients Should I Have in My Skincare Routine?

Prioritize ingredients such as hyaluronic acid, peptides, vitamin C, SPF, and ceramides. You can never go wrong with these ingredients in your skincare routine, as they provide essential hydration and protection from UV damage to the skin.

If you have sensitive or dry skin, avoid fragrances in your formulas. You'll undoubtedly want to avoid fragrance-filled skincare products if you experience migraines and have an acute response to smell. Lactic acid, goat milk, aloe vera, and ceramides are known to keep your skin hydrated and improve your skin's moisture barrier. Using emollients and humectants to soften and hydrate the skin is essential for men with dry skin.

If you have oily skin, you'll probably end up unintentionally memorizing the word "non-comedogenic," which means the ingredient won't clog your pores. Unfortunately, many ingredients skincare products advertise can actually work against your pores. For example, coconut oil is an ingredient that can clog your pores, so you'll want to stay away if you have oily skin. On the flip side, salicylic acid is the name of the game in treating acne-prone skin. It goes deep into the skin's barrier to clear up irritation and blackheads. In addition, clay and niacinamide can penetrate the skin deeply to prevent pimple-forming areas from starting in the first place.

For combination skin, you'll want to leverage the power of beta hydroxy acids (BHA) to get rid of bacteria on the skin that lead to blemishes. In addition, retinol also provides wrinkle relief and has general anti-aging effects. This assortment of ingredients works well for both oily and combination skin.

## Can I Mix Different Brands of Skincare Products?

We generally recommend that you use products from one skincare line. However, mixing and matching isn't the end of the world and can have its benefits. Usually, the best men's skincare brands will formulate their collection of products to complement one another. It's a low-maintenance way to stay on top of your healthcare needs.

While going to the wild west of mixing, you could experience some products that don't jive as well with others. The trial and error could still work, though. Many brands will share certain ingredients in their product lines that work well across various products. Some people find the sweet spot of different skincare combinations and swear by it. Unless your skin reacts negatively to the mix, this is an entirely acceptable option.