

Keep it green

With products that harness the best of nature, the best of science and do their bit to help save the planet, Bulldog Skincare is perfectly placed to upgrade your grooming game

Story by **Sophie Clark** Photograph by **Mitch Payne**

This has been a year of awakening. At a time when we are staying home more, going out less and setting our shopping mindset to one of intention, many of us are working towards a more conscious way of living. Whether it means dabbling in a plant-based diet, checking labels for suitable ingredients or keeping single-use plastic to a minimum, today we ask more questions before we buy. Sure, it means a few compromises here and there, but guess what? When it comes to a more conscious skincare routine, thanks to Bulldog and its passion for science, you don't have to compromise on performance, quality or cost. Since launching in 2007, Bulldog has offered a straightforward approach to men's skincare – from sourcing natural ingredients and sustainable packaging to conscious

production and fair pricing. The result? High-performing, superb quality products that don't cost the earth (literally).

Take its Original Moisturiser. Developed using natural ingredients, including aloe vera, camellina oil and green tea, and expertly selected man-made ingredients, this everyday moisturiser hydrates your skin while protecting it against the daily hardships it faces. And all without leaving a sticky, greasy residue. Win, win. That's not all though. This grooming game-changer – like all Bulldog Moisturisers – is a certified Carbon Neutral product.

With an aromatic blend of citrus, fresh mint, eucalyptus, cedar leaf and patchouli, Bulldog's Original Natural Deodorant will end your fear of sweat. Rather than blocking sweat glands like antiperspirants, its 24-hour odour-protection

formula uses prebiotic extracted from chicory root and all-natural fragrances to neutralise bacteria and leave underarms smelling fresh.

After the success of its eco-conscious Original Bamboo Razor, this year Bulldog launched the Original Glass Razor. The latest in sustainable shaving innovation, its handle is crafted using 70 per cent recycled glass from durable beer bottles. With a metal stand included (also recyclable) you'll want to keep this conversation starter on display. Bulldog might be where science meets nature, but it's also where style meets function.

With clean, sleek packaging, no-nonsense messaging and pocket-friendly pricing, Bulldog has a lot going on behind the scenes. So trust us when we say it puts a lot of work into keeping you and the planet looking good. **GQ**

From left: Age Defence Moisturiser, £8. Original Natural Deodorant, £4.50. Original Moisturiser, £6. Original Shower Gel, £4.50. Original Bamboo Razor, £12. Original Beard Oil, £5.50. Original Glass Razor, £15. All by **Bulldog Skincare**. bulldogskincare.com

