

“Feel Like A Man, Smell Like A Champion”

As I scroll through youtube and find myself in a blackhole of videos, I also come across Dr. Squatch Soap ads. They target an audience of men, aiming for men to begin a life of true cleanliness and healthiness. Made of all natural and organic ingredients, this soap company prides itself on being the best soap for men compared to the liquid shower gels, 3-In-One gels, etc. The company's goal is for men to reject the idea that skin care is a feminine idea. You have to keep yourself in check and everything in your life begins with your skin, it is the largest organ of the body so take care of it. They make it a point that most shower gels and bar soaps are comparable to synthetic detergents, like laundry and dish detergent. They also tell the audience the facts on the chemicals found in these products and how they affect your body, such as: depression, liver damage, cancer, dry skin, low sperm count. In order to market to a male audience they show the bad effects of other leading brands compared to their all-natural formula.

I agree with their mission because I feel that a lot of people have forgotten how to take care of themselves, or never have truly taken care of themselves. Especially in this time where we are trying to break down the notion of toxic masculinity, I believe it is important for us to educate each other on the products that we use every day. I, myself, used to use shower gels that were harmful to my body and have since switched over to all natural products. Ever since I made the switch, I've noticed that I feel cleaner, smell better, and feel more confident in myself. So, I hope that more men begin to use Dr. Squatch or other natural formulas because it will not only help them but everyone else in the world who must encounter them.