

DAPPERMAN

A family-owned company from Southern California specializes in naturally derived men's grooming products.

by Sarah Reyes



Inspired by the discovery of a 1930's-era pomade, Steve Cochrum founded Dapperman with the intent to make naturally derived men's grooming products—free of chemicals and petroleum. The Dapperman brand pledges that unnecessary additives will never be found in their products. Their smart-looking packaging and entire product line first caught our attention at Stylecon last fall. Here are its hero products your male customers will love:

1 Organic Shampoo Brick for Head & Beard

The shampoo brick doubles as a beard wash, meant to clean hair naturally while providing volume. Packed with beneficial oils, the shampoo

brick is organic, vegan, and GMO- and gluten-free. **Suggested Retail Price:** \$10

2 Egyptian Black Natural Beard Oil

Combining traits from a mix of oils, this balm soothes and nourishes the beard while hydrating the skin underneath. **SRP:** \$25

3 Naturally Derived Beard Balm

This balm softens beard hair by using a mix of oils and beeswax to style and shape facial hair without a greasy end result. **SRP:** \$15

4 Naturally Derived Righteous Hold Matte Clay

The Matte Clay is a non-greasy styling paste with a

firm hold. Adapted from the 1930's formula that started it all, the clay provides long-lasting style meant to tame an array of hairdos. **SRPs:** \$20 (1.5 oz), \$30 (3 oz)

5 Naturally Derived Pomade

This petroleum-free pomade contains five naturally derived ingredients. Lightweight in nature, this wax allows for effortless reshaping and restyling on the go, while still providing a lasting hold. **SRPs:** \$20 (1.5 oz), \$30 (3 oz) ■

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