



Empire state of grooming

How a city that never sleeps stays looking good

New York, New York – so nice they named it twice. But aside from being the busiest city in the US, it's also one that takes particular care when it comes to the question of looking good. **Daniel Scheffler** travelled to the Big Apple to talk (barber)shop with the guys over at Kiehl's, the company that, with a heritage spanning over 162 years, is the master of mancare for guys across all five boroughs.

BE YOUR OWN BARBER

There is a certain kind of masculine ritual that goes along with the act of spuming shave cream with a brush and luxuriously lathering your beard. Forget the water and just press a small amount of the stuff in your open palm or directly onto your brush. Spread it across your face with a heavy hand to cover your beard.

EXPERT TIP

Just before you shave, take a hot water-soaked cloth to your face. It'll soften up your beard, making a closer shave much easier. Have sensitive skin? Save time by shaving in the shower and you'll meet both needs.



Kiehl's Close Shavers Squadron White Eagle Shave Cream 150ml R190

MAXIMISE ON MOISTURE

By now we all know that a moisturiser is possibly one of the most important parts of any man's grooming regime. But keep things simple – opt for a cream that protects and energises, too. As far as application, lightly press a liberal amount onto a cleansed face when needed in the morning, after gym or at night.

EXPERT TIP

For best results, carry a smaller bottle of moisturiser in your gym bag and use after a workout. Or keep it in the fridge, for a post-anything pick-me-up.



Kiehl's Facial Fuel Moisturiser 125ml R340

GRUNGE IS DEAD

A twice-weekly scrub will expose hair follicles, allowing for a better shave and a fresher feel. It'll also polish away dirt, unclog pores and clear away sweat – major contributors to a dull complexion and breakouts. Under the hot water of your morning shower, press a small dot into your hands and gently rub onto your face. Wait a few seconds, then rinse.

EXPERT TIP

Balance is key. Gently exfoliate a maximum of twice a week – and always make sure to follow with a high-intensity moisturiser. Scrub too often or too vigorously and you could damage your skin.



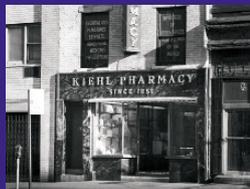
Kiehl's Facial Fuel Energizing Scrub 100ml R195

The age game - A history of New York's most iconic skincare brand



1851

Brunswick Apotheke opens at 109 Third Avenue in New York's East Village.



1894

John Kiehl acquires the pharmacy and continues to make bespoke homeopathic remedies on site.



1921

Kiehl retires and leaves his apprentice **Irving Morse** in charge, who introduces his own natural formulas.



Early 1960s

Morse's son **Aaron** brings a passion for vintage motorcycles, aviation and philanthropy.



2000

L'Oréal pays between \$100 – \$150m for the company.