

BORN IN THE USA

SMALL-BATCH PURVEYORS ALL OVER AMERICA ARE CRAFTING STANDOUT PRODUCTS—FROM SWEET-SMELLING POMADES TO POST-SHAVE SKIN SOOTHERS—THAT DESERVE A PLACE IN YOUR DOPP KIT.

1. AUSTIN VERB HYDRATING SHAMPOO

Michael Portman and Jayson Rapaport, who own the barbershop Birds, recently added a hair-care line, Verb. This shampoo relies on an unexpected ingredient: quinoa protein, which protects against environmental damage by coating each individual hair while leaving locks clean and moisturized without residue. \$12; ulta.com

2. PORTLAND, MAINE PORTLAND GENERAL STORE FACE BOMB

Lisa Brodar invented this heavy-duty mud as an alternative to existing exfoliators, which often use tiny plastic beads. She opted for finely ground walnut shells, which gently loosen blackheads. The product's antibacterial Moroccan clay also calms angry blemishes. \$21; portlandgeneralstore.com

3. BOULDER, COLORADO MOUNTAIN OCEAN SKIN TRIP SOAP

Made with vegetable-based glycerin, this soap reflects the four decades husband-and-wife team Tom and Karen Benjamin have spent creating soothingly milky cleansers free of animal ingredients. It lathers into a creamy foam, leaving the skin supple, not dry. The bar gets its delicious scent from "an over-the-top amount of coconut oil," Karen says. \$4.50; drugstore.com

4. BROOKLYN MCMC FRAGRANCES DUDE NO. 1 BEARD OIL

Perfumer Anne McClain's bearded husband won't touch fancy spray bottles. In an effort to get him to wear a scent, she blended whisker-softening hemp and jojoba oils with spicy cedarwood, coriander, and peppercorn. "Women go wild for it," she says. A candle and an eau de cologne are coming. \$65; mcmcfragnances.com

5. SAN FRANCISCO IN FIORE VELOUTÉE MULTIPURPOSE BALM FOR LIPS AND EYES

For 13 years, Julie Elliott's company has been creating luxe products from unprocessed ingredients. This multitasking carrot-seed-and-calendula balm is a testament to her success: Use it as a silky salve for parched lips, or dab it around your eyes to combat skin-damaging free radicals. \$58; infiore.net

6. SEATTLE GRANT'S GOLDEN BRAND POMADE

Because he couldn't find any American pomades to his liking, Grant Fukuda decided to create his own. It's water-based, so it washes out easily, with flexible hold and a slightly fruity scent. "Our best customers are businessmen, skateboarders, musicians, and dads," Fukuda says—in other words, all types of guys. \$22; grantsgoldenbrand.com



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PHOTOGRAPHED AT THE GREENWICH HOTEL, NYC.