

ST FUTURE
I N T E R N A T I O N A L

Men's Grooming

Market Research

Presentation by Marketing



WGSN TREND

WGSN

Forecast summary

Key opportunities and strategies

- Skincare shoppers will prioritise value and efficacy for A/W 26/27, with ingredient literacy and multifunctionality guiding buying decisions.
- The manscaping movement: beard-to-toe grooming
- Gen Z men are embracing under-eye masks as stylish accessories.

Market insights

- the global male grooming market is expected to hit \$110bn by 2030 with a CAGR of 6%. #MensSkincare has over 590.3m views, and #EyeMasks has 56.5m.
- Google searches for “beard serum” (+45% YoY), “beard conditioner” (+27% YoY) and “beard balm” (+13% YoY) show rising interest in skinified grooming companions

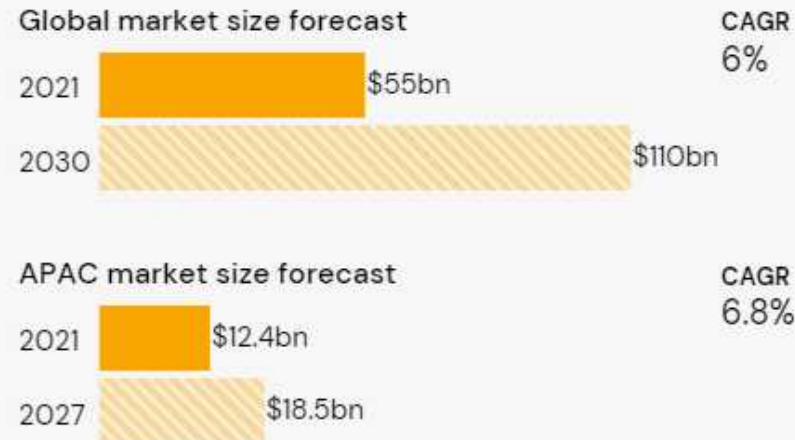
Future of Men's Grooming 2026

The male grooming market will undergo a progressive change by 2026, with the industry adopting an even more inclusive and open mindset.

Future of men's grooming

What you need to know

Market growth [1]



TikTok views [3]

#MensMakeup

302m

#MenSkincare

200m

#MaleManicure

43.6m

Consumer sentiment [2]

▲ 44%

South Korean male
skincare growth

30%

of Japanese men
have increased
interest in make-up
post-Covid

20%

of Japanese men
post-Covid have
increased interest in
beauty personal care

Buyers' Briefing A/W 26/27: Skincare

Skincare shoppers will prioritise value and efficacy for A/W 26/27, with ingredient literacy and multifunctionality guiding buying decisions.

US consumers increasingly opt for low-cost skincare

▲ +11ppt

change in US consumers spending under \$35 on skincare in the last six months

WGSN.com

Respondents in a survey in 2025 vs 2023 were spending significantly less on skincare, demonstrating the increasing need to offer consumers value and low-cost options (McKinsey State of Fashion: Beauty 2025)

Skincare ingredient literacy is at an all time high

57%

of shoppers check beauty ingredients lists before purchasing

WGSN.com

Consumers are increasingly taking an ingredient-first rather than brand-first approach to shopping for skincare. Buyers must anticipate ingredient trends to see success (Front Row 2024, Amazon Beauty)

US usage of men's skincare is surging

▲ 68%

2022-2024

WGSN.com

The US men's skincare market is seeing growth, with more men than ever using skincare products. This signals an opportunity for retailers to captivate and educate this audience (Mintel)

Future of Men's Skincare & Grooming 2027

With men's beauty standards continuing to shift, we identify the key trends and product development opportunities across the category, with a focus on age-delay skincare, full body grooming and finding 'guy Glimmers'

Category applications include:

skincare, make-up, bodycare, men's grooming, functional fragrance, body haircare, personal care

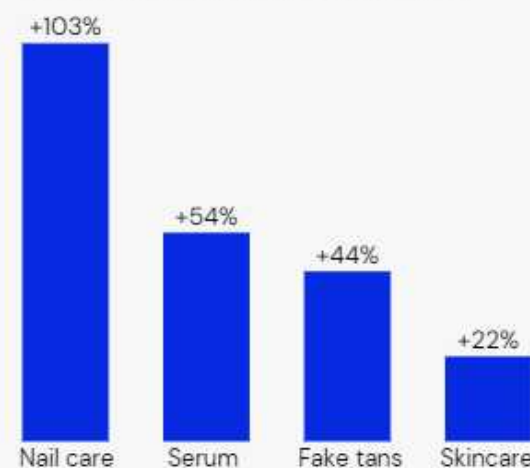
Future of men's grooming

Market insight ^[2]

Market growth



Most popular category by sales YoY



Consumer sentiments ^[3]



% of men that buy their own grooming products

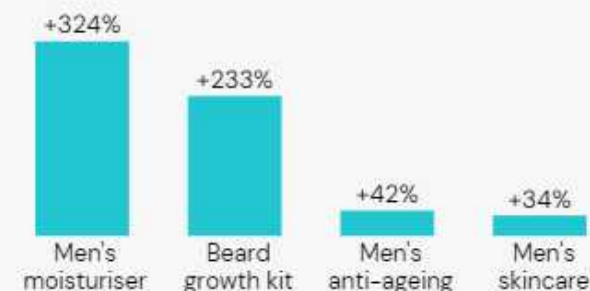


% of men that prefer buying products targeted to men

Average monthly spend



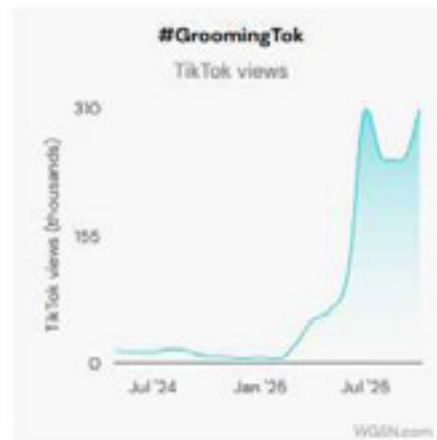
Search volume by category YoY



Grooming gurus: from shaving to shampoo, buy into men's expanding interest in hair longevity

From facial hair to follicle care, buyers must meet the expanding men's market with skinified groomers, holistic haircare and inclusive solutions.

Google searches for “beard serum” (+45% YoY), “beard conditioner” (+27% YoY) and “beard balm” (+13% YoY) show rising interest in skinified grooming companions



The surging #GroomingTok conversation shows the consumer-led and community-oriented approach to men's shaving and haircare needs (TikTok worldwide, Nov 2025)



The Beard Activator from Copenhagen Grooming enhances beard growth and comes with a derma roller to stimulate facial hair follicles



Rehab's (UK) Hair & Beard Grooming Oil is a multifunctional oil to enhance the appearance of hair density and protect against environmental stressors



The Root Booster line from Korea-based Grafen provides a comprehensive anti-hair fall system powered by 22 amino acids and “botanical scalp therapy” ingredients



Slick Gorilla (UK) offers a Hair and Scalp Scrub that uses natural sea salt to gently exfoliate, purify and remove build-up on the scalp

The manscaping movement: beard-to-toe grooming

Provide next-level grooming facial and body hair for head-to-toe styling

Men will extend haircare to all body parts as grooming meets hairstyling.

Hair-contouring: social media scrutiny will propel a more strategic approach to removing facial and body hair to complement men's features.

The skinification of grooming: the skinification of haircare will influence men's facial and body haircare.



OBGE's blue gel helps men see where they're shaving and allows for a cleaner wash-off



Pubic and body haircare brand Fur (US) offers ranges to tackle in-grown hair, shaving and softening solutions for all genders



Manscaped (US) offers different styles of trimmers, scissors and brushes for men to groom all areas of the hair including the head, beard, body and pubic region

Perms and texture

Enable consumers to achieve textured hair for easy, everyday styling while better serving the needs of curly and coily hair

The uptake of men's perms and 'alpaca' fringes will impact salon treatments and texturising hair products. Mainstream brands must better serve the needs of curly and coily hair.

Reflected in the Future of Haircare 2027, perms will make a global return.



Create simplified curl-defining products containing nourishing ingredients. Wavy's (UK) popular Everyday Curl Crème features lemon, pepper, clary and geranium essential oils



Curate easy routines. Cécred's Men's Curly Hair Routine is available on the US brand's blog alongside Q&As about curly and coily hair



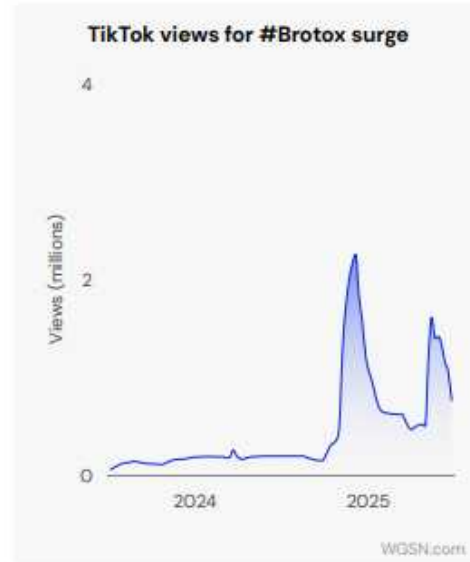
Tucker Browne's Thickening Texture Dust helps the scalp regenerate collagen. It contains sea salt, pearl powder and silica

Beauty and the bros:

Spotlight brands speaking to men's evolving skincare priorities

Retailers should position themselves as one-stop shops for streamlined routines, educating consumers on newfound skincare ingredients and steps.

Skinimalism will remain a key driver for the male market.



WGSN TikTok Analytics data for [#Brotox](#)



Speaking to specialised men's skincare needs, Skin Ultra from Manscaped (US) is a dermatologist-tested line tailored to thicker, oilier skin



French skincare brand Horace features a skincare consultation alongside "all the products you could need", enabling male shoppers to build their skincare routine



Speak to evolving 'soft' masc priorities with brands like Grimoire (US). The queer-owned skincare brand focuses on effective formulations, bold expression and community



Brazilian brand Dermage's skincare appeals to the 'Lazy' Skinimalists male market with hyper-tasking heroes like a 3-in-1 shower gel for hair, face, beard and body

Balancing breakouts: seek gentle acne care products with new alt-actives

Searches for "gentle acne"
products are rising

▲ 24% G

YoY

WGSN.com

Google Trends, data collected over the last 12 months



Korea-based Innisfree's Gentle Retinol Salicylic Daily Toner Pads are suited to sensitive and acne-prone skin, combining soothing and gentle exfoliating ingredients



Work with brands to stock limited edition collectible pimple patch drops, building hype. Korea-based Tony Moly recently collaborated with Squishmallows

Gen Z men are embracing under-eye masks as stylish accessories.

The eyes will be the new focal point for creative make-up

Gen Z men are finding a win-win solution in under-eye masks as fashion accessories.

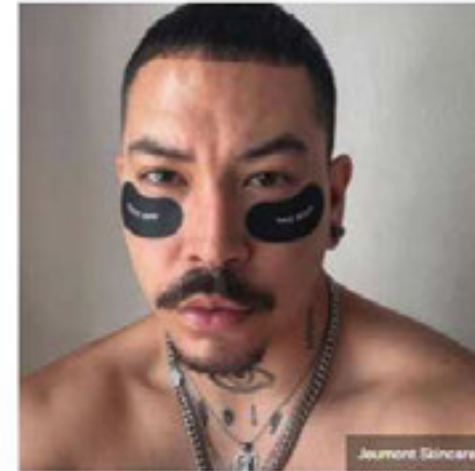
Need to know: the global male grooming market is expected to hit \$110bn by 2030 with a CAGR of 6%. #MensSkincare has over 590.3m views, and #EyeMasks has 56.5m.

How to action this: go graphic. Pair the de-puffing benefits of eye masks with statement graphics and logos to increase their appeal as a fashion accessory and aspirational beauty item. **Reframe reusable formats as rewearable to appeal to a fashion mindset and to consumers leaning in to treat culture.**

Follow on the WGSN Beauty Feed:
#PatchPower, #GenZBeauty, #MaleBeauty



4AM Skin's reusable Overtime Undereye Mask carries its signature slogan "LATE NIGHTS EARLY MORNINGS", and is designed for on-the-go skincare with any serum



The provocative reusable So Eye-Ronic slogan mask from Canadian brand Jeumont is designed to be read in a mirror or front-facing camera, with one eye mask in each pair printed backwards



Pioneer of reusable patches, New York brand Dieux's Forever Eye Mask is "the last eye mask you'll ever need". Limited editions included a Tattoo version and a collab with Violette FR



Eye mask as status symbol Chanel's logoed LE LIFT Eye mask and serum duo has a more accessible price-point for aspirational shoppers



Black-owned US skincare brand Topicals' #FineMenDo campaign celebrates changing beauty narratives, showing men wearing its cult eye masks as a status symbol

Men's Grooming

Bath and Personal Care

Our Observation

Product Directions for man's grooming

Bath and Personal Care:

- Silicone materials dominate the category and are favored by male consumers.
- Natural materials are increasingly incorporated, such as activated charcoal, bamboo, plant-based materials, and konjac root.
- Overall design style: minimalist, with traditional black and grey as the main color palette.

Product Requirements:

Simple. Stylish.

Extra scrubbing power, Antimicrobial properties

Beard & Hair Care

- RAZORS: Interchangeable heads , Designed for sensitive skin, combined with colorful, fashion-forward designs for younger consumers.

Skincare:

- Reusable silicone undereye masks, A pioneering design that transforms functional products into iconic fashion pieces.
- Gen Z men are finding a win-win solution in under-eye masks as fashion accessories.

Key Insights

Men are paying more attention to personal image.

Product functional needs are increasingly clear and segmented.

Male grooming tools should have clear, labeled, and visual functions for instant understanding.

Design:

Base in classic black and grey, with vibrant color variants and innovative styles to attract young, fashion-conscious consumers.

Bath Accessories -Sport

- Made for active users our Cleanlogic Sport line have extra features for extra scrubbing power.
- Antimicrobial properties



Sport Large Body Exfoliators, Assorted Colors, 3 Count
★★★★★



Sport Exfoliating Soap Savers, Assorted Colors, 3 Count
★★★★★



Sport Grooming and Body Mitts, Assorted Colors, 3 Count
★★★★☆



Sport Exfoliating Stretch Cloths, Assorted Colors, 3 Count
★★★★★

Bath Accessories - Sensitive Skin

CLEANLOGIC



- Detoxify products are infused with active charcoal to provide an invigorating, and refreshing experience.



Detoxify Exfoliating Body Gloves, 3 Pair - 6 Count
★★★★★ 19 Reviews
\$29.99



Detoxify Sensitive Skin Dual-Texture Facial Buffers, 9 Count
★★★★★ 33 Reviews



Detoxify Exfoliating Stretch Cloths, 3 Count
★★★★★ 25 Reviews
\$22.99



Detoxify Dual-Texture Body Exfoliator
★★★★★ 23 Reviews
\$22.99



Detoxify Body Exfoliators, 3 Count
★★★★★ 20 Reviews
\$22.99

Men's Bath Accessories

Bamboo

It is made with soft bamboo charcoal to help naturally exfoliate your skin, leaving you with a brighter, smoother-looking complexion.



Bamboo Charcoal Face Pad — \$5.95



Bamboo Charcoal Bath Mitt — \$14.95



Bamboo Charcoal Pouf — \$12.95



Bamboo Soap Mitt — \$13.95

Men's Grooming & Hair Tools

Men's lifestyle + hair-first grooming brand
Simple. Stylish. Barbershop-level expertise.



Scalp Massager Shampoo Hair Brush

\$12



Long Handle Back & Body Shower Scrub Brush

\$19.75



Face Cleanser & Scrub Massager Brush

From \$14 to \$25



Bath & Body Massaging Scrub Brush

\$14



Loofah

Hair Brush

- ✓ Anti-static bristles
- ✓ Soft ball tips



Paddle Detangle Hair Brush

\$15

★★★★★
28 Reviews



Ball Tipped Vented Hair Brush

\$15

★★★★★
21 Reviews



7" Retro Hair Comb

\$10

★★★★★
266 Reviews



Classic Cushion 9 Row Men's Hair Brush

\$15

★★★★★
266 Reviews



Wide Tooth Detangling Men's Comb

\$10

★★★★★
35 Reviews

<https://peteandpedro.com/collections/tools>

Men's Grooming & Hair Tools

Amazing For Beards & Facial Hair
Perfect For Short Hairstyles!

Key Features

- Great For Beards
- Perfect For Short Hair
- Oval Shape
- Curved Handle
- Boar Bristles
- Black Wood
- Barbershop Quality



Cologne Refillable Travel Sprayer

\$13

★★★★★
254 Reviews



Fogless Shower Mirror

\$13

★★★★★
62 Reviews



Acne & Blackhead Remover Skin Tool Set

\$17

★★★★★
53 Reviews



Oval Military Men's Hair & Beard Brush

\$15

★★★★★
43 Reviews



Beard Care Comb & Scissors Kit

\$12

★★★★★
37 Reviews



Dopp Kit/Toiletry Bag

\$22

★★★★★
90 Reviews

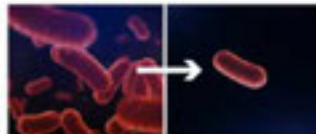
SUD SCRUB

★★★★☆ 1569 Reviews

- ✓ Resists 99% of odor-causing bacteria and fungi
- ✓ Exfoliates for clearer, smoother skin
- ✓ Recyclable and lasts 1 year

\$29.99 USD

STAYS CLEAN WITH EVERY SCRUB



RESISTS
99%
of odor-causing
bacteria and fungi

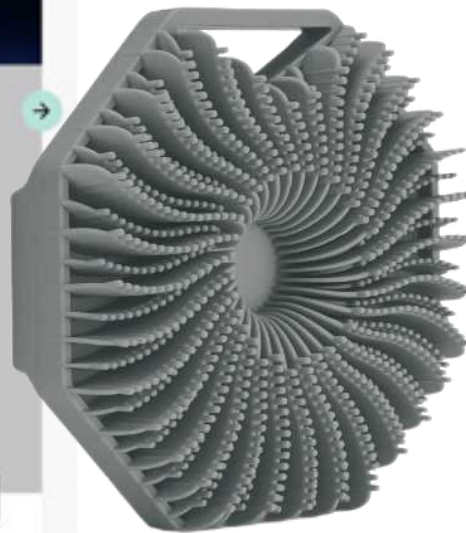
INFUSED
with antimicrobial
silver and zinc



CERTIFIED LAB-TESTED



ANTIMICROBIAL



EXTENDER HANDLE

★★★★☆ 234 Reviews

- ✓ Extends the reach of your Sud Scrub
- ✓ Helps clean hard-to-reach areas
- ✓ Recyclable via send-back program

\$24.99 USD



FACE SCRUBBER

★★★★★ 237 Reviews

- ✓ Resists 99% of odor-causing bacteria and fungi
- ✓ Exfoliates for clearer, smoother skin
- ✓ Recyclable and lasts 1 year

COLORS



SUITABLE FOR ALL SKIN TYPES

-  Oily
-  Dry
-  Normal
-  Combination
-  Acne-prone
-  Sensitive





Body Smoosh

★★★★★ (207)

\$39.00

COLOR: BLACK



The Body Smoosh — embedded soap silicone body scrubber. Every Body Smoosh silicone body scrubber comes with a pack of body bar soaps (2 bars) in your scent of choice.

<https://getsmoosh.com/products/body-smoosh>

Back Scrubber Handle

★★★★★ (66)

\$19.00

Clip on to your Smoosh Body silicone body scrubber for those hard to reach places.

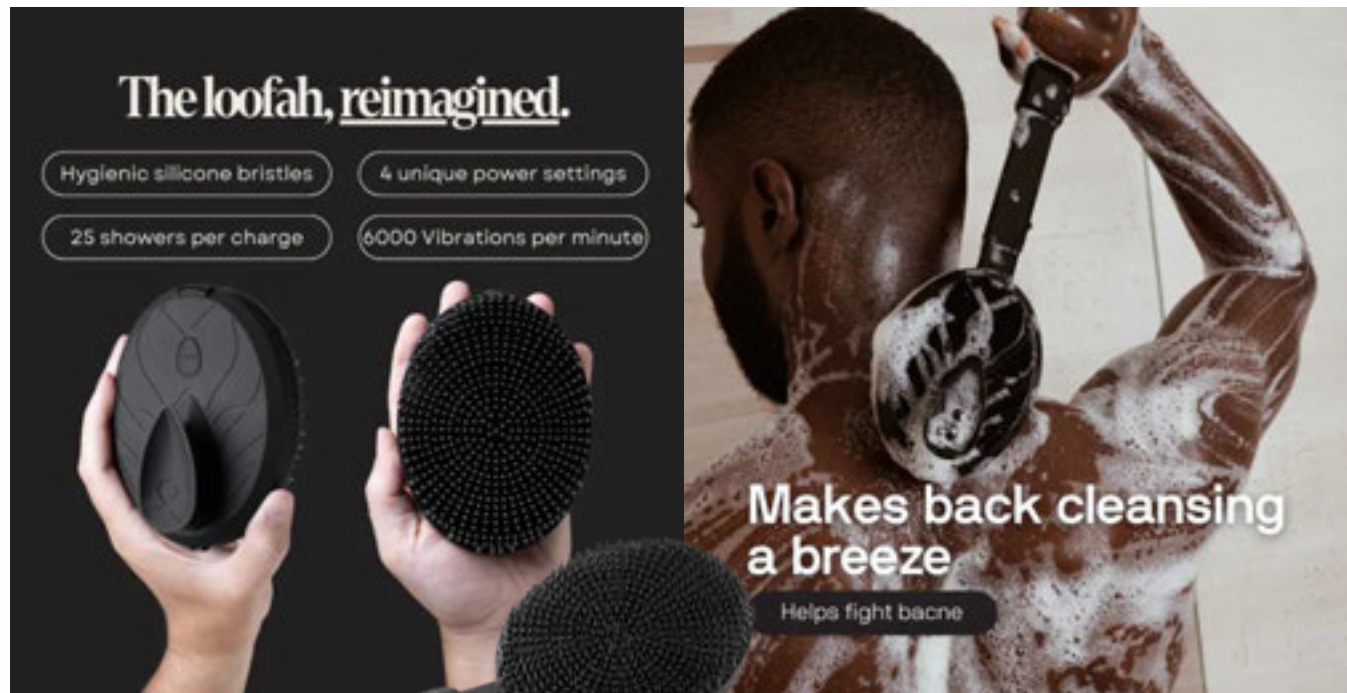


Sonic Scrubber Collection

Sonic Scrubber

\$39.00

★★★★★ 453 Reviews



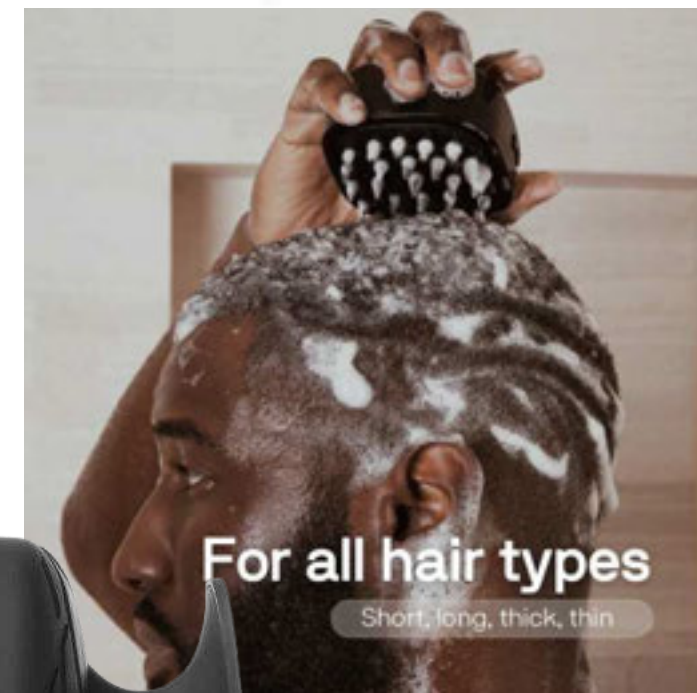
Helps You Target Those Hard To Reach Areas On Your Body (**Extends from 13.5 inches to 17.5 inches**)

<https://blackwolfnation.com/products/sonic-scrubber>

★★★★★ 51 Reviews

Sonic Scalp Scrubber

\$29.99



Innovative Sonic technology generates gentle oscillation designed to cleanse deeply and help remove build-up and excess flakes.

★★★★★ 100 Reviews

Body Scrubber

\$15.00



Body Scrubber

★★★★★ (100)

\$15.00



Toiletry Bag

★★★★★ (23)

\$25.00

- 100% Antibacterial Silicone
- Help Reduce Flaking from Dry Skin & Product Buildup
- Hanging Notch

Scrub your body.



Lather Boosting Bristles



Antibacterial Silicone



No-Slip Handle



Hanging Notch



+
-
↺

THE SCALP BUFFER

Silicone Scalp Scrubber

\$17.99 ~~\$19.99~~ **SAVE 10%**



THE BODY BUFFER

Silicone Body Scrubber

\$17.99 ~~\$19.99~~ **SAVE 10%**



THE FACE BUFFER

Silicone Face Scrubber

\$13.99 ~~\$14.99~~ **SAVE 7%**





POWER BEARD GROWTH ROLLER

★★★★★ (11)

\$16.50 ~~\$25.00~~



★★★★★ 5 reviews

BEARD BRUSH

\$9.00 ~~\$14.00~~ **SAVE \$5.00**



ANTI-STATIC BEARD COMB

★★★★★ (3)

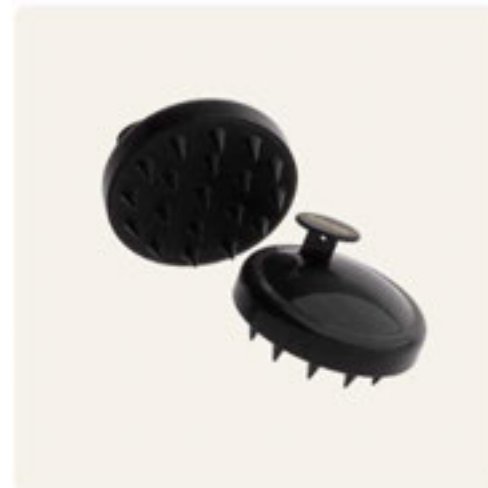
\$7.50 ~~\$12.00~~



SACK SCRUBBER™

★★★★★ (11)

\$10.00 ~~\$14.00~~



★★★★★ 9 reviews

BEARD & SCALP MASSAGER

\$7.50 ~~\$12.00~~ **SAVE \$4.50**



SILICONE BACK & BODY SHOWER BRUSH

★★★★★ (14)

\$12.00 ~~\$14.00~~



★★★★★ 1 reviews

FOOT FILE & HEEL REPAIR TOOL

\$9.00 ~~\$12.00~~ **SAVE \$3.00**

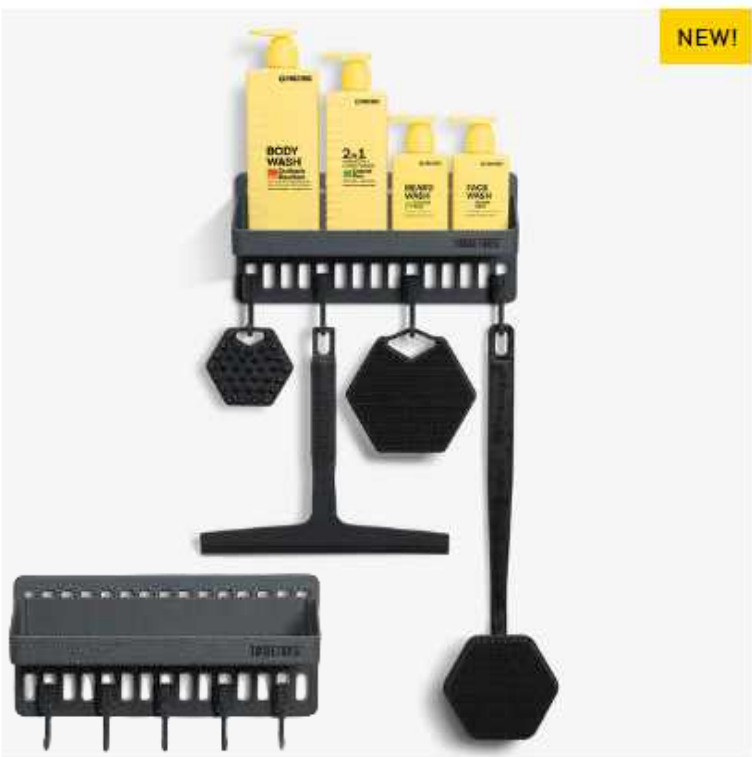
NEW



Nail Clipper Set

★★★★☆

\$14.99



The Tool Wall Shower Caddy

★★★★☆

\$29.99



The Jack Shower Phone Holder

★★★★★

\$14.99

BEST SELLER



Get Your Grooming Together Pack
★★★★★
\$129.99 ~~\$185.00~~ 30% off



The Scrub King Set
★★★★★
\$87.20 ~~\$92.65~~ 6% off



Back Scrubber & Hook
★★★★★
\$32.99



Body Scrubber 2.0
★★★★★
\$19.99

Body Scrubber 2.0

★★★★☆

\$19.99



GRIPS STRONG
TO SHINY
SURFACES



NO ADHESIVES
NO SUCTION
CUPS



REUSABLE +
ECO-FRIENDLY

Lather Performance.



**2.0
BODY SCRUBBER**



Bristles 10mm



Lather



ORIGINAL
BODY SCRUBBER



Bristles 05mm



Lather

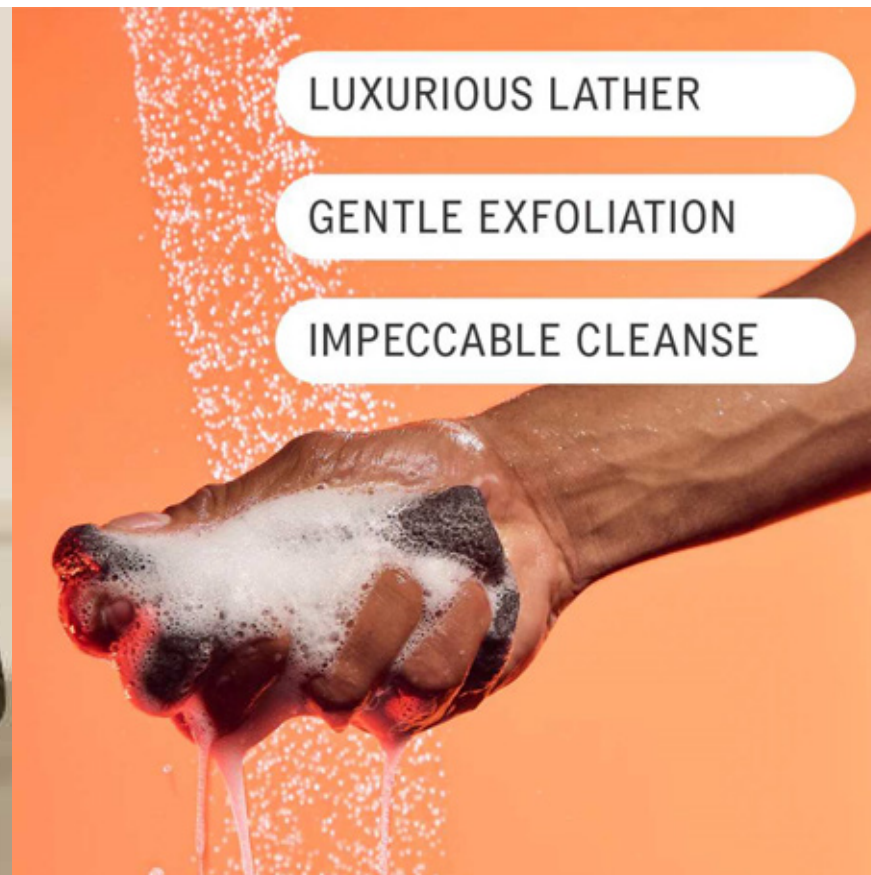
<https://tooletries.com/products/the-body-scrubber>

<https://tooletries.com/products/body-scrubber-2-0>

THE KONJAC SPONGE 100% plant based

★★★★★ 13 reviews

\$18



LUXURIOUS LATHER

GENTLE EXFOLIATION

IMPECCABLE CLEANSER

PREPARE TO PERFORM

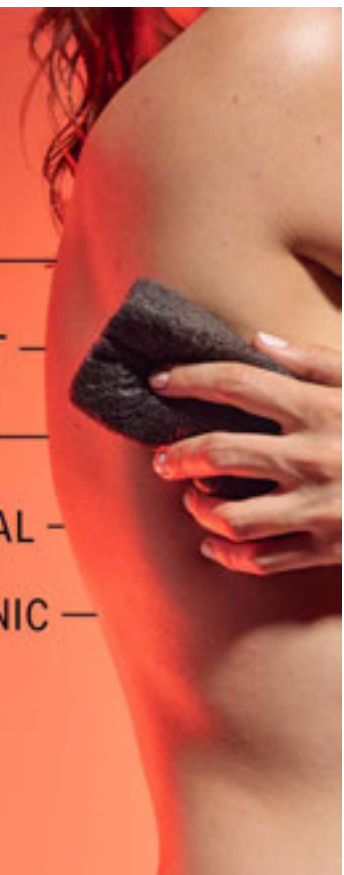
100% PLANT BASED

MADE FROM KONJAC ROOT

GENTLE EXFOLIATION

WITH ACTIVATED CHARCOAL

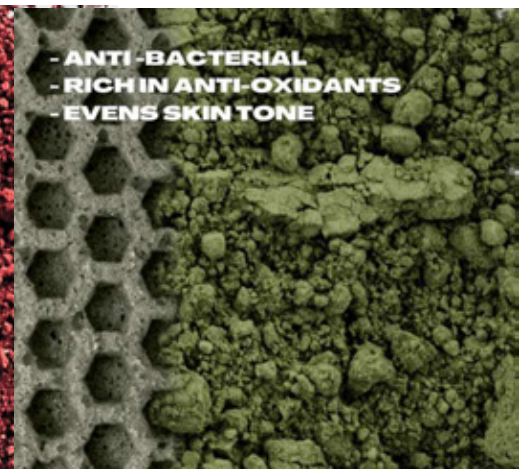
ANTI-MICROBIAL & HYGIENIC

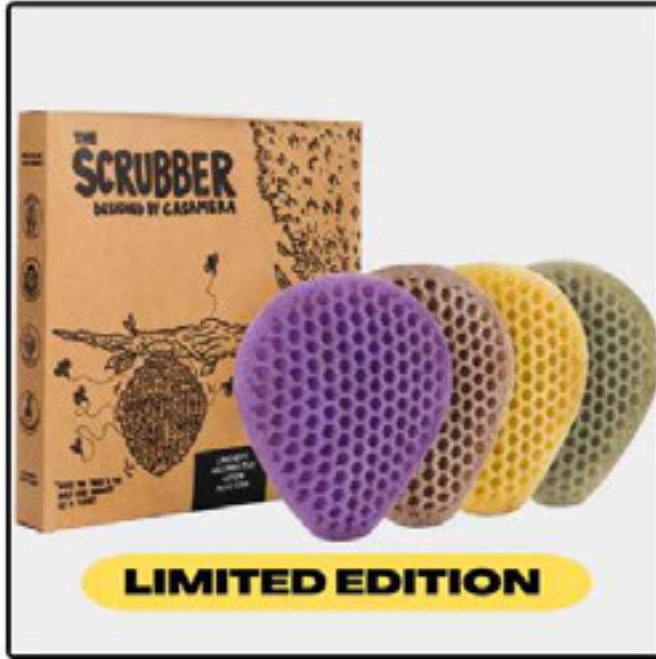


THE SCRUBBER

\$20.00

- ✓ An all-natural, double-sided shower tool
- ✓ Use the honeycomb side for a gentle cleanse and the exfoliating side for deep cleaning—refreshing your skin like never before.

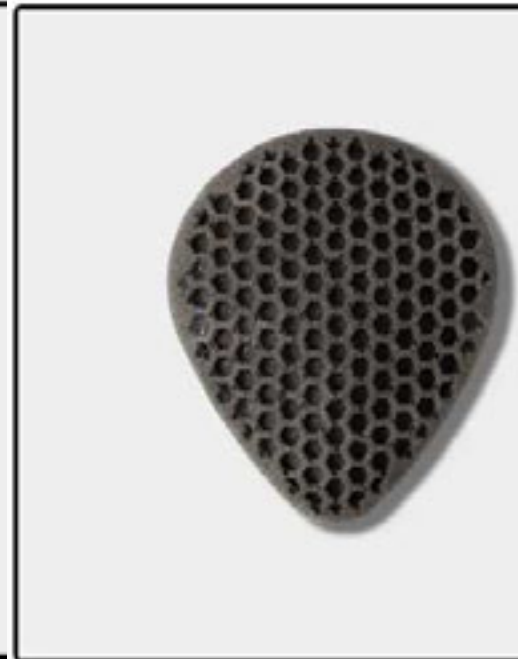




THE LIMITED DROP
\$45.00 ~~\$60.00~~



THE SCRUBBER PACK
\$30.00



THE SCRUBBER
\$20.00



THE SLEEP MASK
\$40.00

Men's Bath Accessories

Soap Lift

\$6.95

Made from bioplastic and recyclable.
Allows water to drain and air to circulate.



<https://rafanatural.com/collections/mens-bath-accessories/products/rectangle-soap-lift?variant=31882619158576>

Men's Bath Accessories



Booster
Brick House

\$17.00

★★★★☆ 135 Reviews

Upgrade your travel kit with your favorite bricc.



Booster
Soap Saver

\$15.00

★★★★☆ 1932 Reviews

Give your bricc the home it deserves. New & improved!



Booster
Bigfoot Soap Saver

\$25.00

★★★★☆ 1252 Reviews

Mix up your shower routine with up to 3 bars at once, soap scum free.



Booster
Squatch Scrubber

\$19.00

★★★★☆ 395 Reviews

The ultimate deep-cleaning tool for a lavish lather experience.

SKINCARE

HARRY'S

Cooling Eye Kit | \$28

★★★★☆ (256)

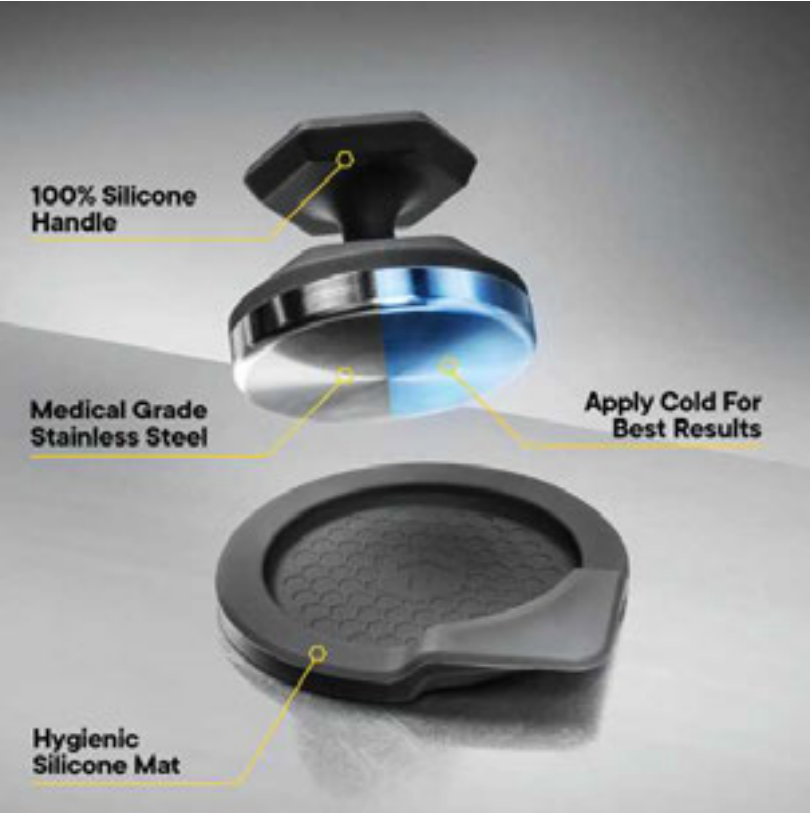
Depuff, hydrate, and cool with this innovative kit.

- ✓ Instantly soothes and reduces under-eye puffiness.
- ✓ Includes a Cooling Eye Stick and weighted zinc Facial Massage Tool to enhance depuffing.
- ✓ Gently melts into delicate under-eye skin to hydrate, calm, and refresh.



<https://www.harrys.com/en/products/cooling-eye-kit>

NEW—SKINCARE



EYES
Press under each eye, moving from inside to out. Repeat 10-15 times.



JAWLINE
Press from chin to ear, along your jawline. Move closer to your cheekbone with each stroke.



EYEBROWS
Press across the entire length of your eyebrow, from inside to out. Repeat on the opposite side.



FOREHEAD
With vertical strokes only, press upwards from eyebrows to hairline. Repeat across entire forehead.

THE ENDSWELL
FACE TOOL

★★★★★ (47)
\$29.99
★★★★★ 26 Reviews



Combat Puffiness. Fight Swelling.

UNDEREYE MASKS

Made up of
100% silicone

Locks in
hydration,
enhances
absorption, and
smooths fine
lines.

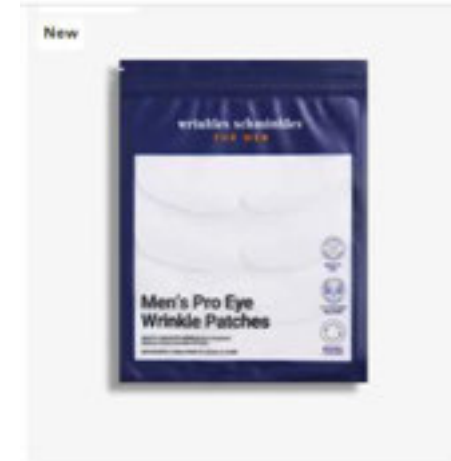


<https://4amskin.com/products/overtime-undereye-masks>

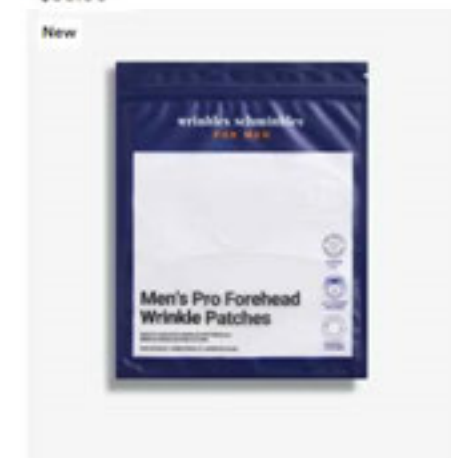
- ✓ 100% Medical-Grade Silicone
- ✓ Smooths lines & wrinkles
- ✓ Reusable up to 20 times
- ✓ Can work in hours
- ✓ Wear day or overnight



<https://wrinklesschminkles.com/pages/mens>



Wrinkles Schminkles
Pro Eye Wrinkle Patches
\$30.00



Wrinkles Schminkles
Pro Forehead Wrinkle Patches
\$30.00

Men's Grooming

Beard & Hair Care

RAZORS

- Interchangeable heads ,
- Designed for sensitive skin,
- Combined with colorful, fashion-forward designs for younger consumers.

RAZORS

HARRY'S



Harry's Original Handle | \$10

★★★★★ (747)

Our classic, close shave



- Interchangeable heads , combined with colorful, fashion-forward designs for younger consumers.

RAZORS

HARRY'S

HARRY'S PLUS

Built for precision, crafted for comfort



Harry's Plus Handle | \$13

★★★★★ (5,845)

Our premium shave for maximum comfort



Precision trimmer for hard-to-reach areas



Premium weighty metal handle for enhanced control



RAZORS

- Interchangeable heads , Designed for sensitive skin, combined with colorful, fashion-forward designs for younger consumers.



★★★★☆ 163 Reviews

Original Bamboo Razor

£12.00

Natural bamboo handle with 5 steel blades.

✓ PRECISION TRIMMER ✓ PIVOTING DESIGN



★★★★☆ 69 Reviews

Sensitive Bamboo Razor

£12.00

Designed to deliver a close, comfortable and environmentally conscious shave for those with sensitive skin.



★★★★☆ 59 Reviews

Original Glass Razor

£12.00

Features 5 tempered steel blades, a pivoting design, and purpose-built lubrication strips. Made from recycled beer bottles.



★★★★★ 17 Reviews

Sensitive Ceramic Razor

£12.00

A quality shave from the experts in skincare.



COMBS, BRUSHES & TOOLS

- ✓ The smoothest beard comb on earth.
- ✓ Handmade from cellulose acetate — a plant-based, doesn't produce static, is durable, and won't snag your hairs.

BEARD COMB

\$21.00



TWEEZERS

\$15.00

Precision plucking that removes hair from the root.



BEARD BRUSH

\$23.00

Made with 100% boar's hair, helping to keep your beard clean, healthy, and shiny.



RAZORS & BRUSHES

BLADE CARTRIDGE RAZOR

From \$50.00

- ✓ Great for a full shave or a quick face, neck and scalp touch-up.
- ✓ Skin-guarded blades stretch and prep skin for a close,
- ✓ Light-weight, high-grade resin handle



BEST BADGER SHAVE BRUSH
\$55.00



SILVER TIP BADGER SHAVE BRUSH
\$95.00

DOPP KIT

\$35.00



Cellulose acetate



LARGE COMB
\$30.00



POCKET COMB
\$28.00



BEARD COMB
\$26.00

Men's Grooming

Padicure & Manicure

- Male grooming tools focus on practical function
- Design base in classic black and grey

The Shears 2.0

Luxury Nail Kit

\$14.99

VIP Member Price

\$19.99

Regular Price



The Shears 3.0

5-Piece Precision Men's Nail Grooming Kit

\$19.99

VIP Member Price

\$24.99

Regular Price



Men's Grooming & Hair Tools



8-Piece Stainless Steel Manicure
Set With Case

\$26

★★★★★
188 Reviews



Nail Clippers Set

\$16

★★★★★
177 Reviews



Slant Tweezers

\$9

★★★★★
41 Reviews



Double-Sided Foot File

\$15

★★★★★
119 Reviews

MEN'S GROOMING TOOLS



ADD TO BAG

MEN'S GROOMING
Combo Clipper Set

\$13.50
★★★★☆ 4.5



ADD TO BAG

MEN'S GROOMING
Precision Grip Fingernail
Clipper

\$13.50
★★★★☆ 4.2



ADD TO BAG

MEN'S GROOMING
Precision Grip Toenail
Clipper

\$15.50
★★★★☆ 4.3



ADD TO BAG

NEW ARRIVALS
Great Grip Cuticle Nipper

\$31.00
★★★★★ 4.8



ADD TO BAG

TRAVEL GROOMING
TOOLS
Essential Grooming Kit

\$40.00
★★★★☆ 4



ADD TO BAG

MEN'S GROOMING
Safety Slide Callus
Shaver & Rasp

\$14.00
★★★★☆ 3.9



ADD TO BAG

MEN'S GROOMING
First Aid Splintertweezer

\$22.00
★★★★★ 4.8



ADD TO BAG

MEN'S GROOMING
Pedicure Rasp Callus
Remover

\$19.00
★★★★☆ 4.7



ADD TO BAG

MEN'S GROOMING
Cuticle Pushy

\$18.00
★★★★☆ 4.7



ADD TO BAG

MEN'S GROOMING
Spirit 2000 Styling
Shears

\$31.00
★★★★☆ 4.6



ADD TO BAG

MEN'S GROOMING
Essential Pedicure Kit

\$15.00
★★★★★ 4.8



ADD TO BAG

MEN'S GROOMING
Mini Cuticle Nipper

\$15.00
★★★★☆ 4.6



ADD TO BAG

MEN'S GROOMING
Ingrown
Hair/Splintertweezer

\$22.00
★★★★☆ 3.8



ADD TO BAG

MEN'S GROOMING
Stainless Steel Nail
Scissors

\$22.00
★★★★☆ 4.1

MEN'S SERIES COLLECTION

Precision-crafted grooming tools for strength and durability—to keep his style sharp.



Men's Series Essential Grooming Kit

★★★★★ (39)
\$24.99



Men's Series Facial Hair Kit

★★★★★
\$16.99



Men's Series Dual-Ended Nail Clipper

★★★★★ (243)
\$9.99



Men's Series Tweezer

★★★★★ (21)
\$12.99

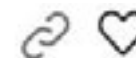


Men's Series Nail Nipper

★★★★★ (1)
\$24.99



JAPONESQUE



Men' s Essentials Grooming Set

EACH | Item SBS-006753

\$18.69

 This item earns at least **190 points!** [See Details](#)

SALLY BEAUTY.

Hey there! Just a quick security check.

Access to this page has been denied because our system detected a potential security issue. If you' re a human and not a robot, don' t worry! Just check the box below to access the site:

https://www.sallybeauty.com/nails/men%E2%80%99s-essentials-grooming-set/SBS-006753.html?utm_source=Pinterest&utm_medium=organic

Packaging & Color Inspiration

