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Grooming Products For Guys Emerging From Quarantine



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I cover luxury fashion.

The most important takeaway from the quarantine is that new exposure can truly bring great change. For example, in the mens grooming market segmentation, the shifting tide of new brand empowerment is here to embrace. These days, openness and inclusivity is changing lives all over the world. New brands have an objective to build a fresh platform for entrepreneurs and specialists to express themselves to the newly founded mens marketplace.

The challenge is in creating something that accurately represents consumer needs while staying relevant. Although this is quite a task for the newcomers, it is the breadth of product on display that is impressive. Perhaps the most important aspect is how these new product offerings can continue to be an effective platform for empowerment into the future of mens grooming.



THE WELL's Essential Oils, Everything Mists and Body Oils are available in Rise, Reset and Relax. PHOTO CREDIT: COURTESY OF THE WELL.

Perfect for your summer morning or night ritual, pamper yourself with THE WELL's [Self Care Products](#) formulated by master bio alchemist, Michelle Gagnon. Infused with sustainably wildcrafted essential oils, the below products are available in three blends: Rise, Reset and Relax.

- **Essential Oil (\$48):** Start the day by awakening the senses. Use the essential oil by gently inhaling directly from the bottle, adding 10 drops to your shower or emitting 15-20 drops into the air through a diffuser.
- **Everything Mist (\$40):** A therapeutic grade formula, spritz on your body and face or in the shower to enjoy the refreshing effects of the mist.
- **Body Oil (\$68):** Swap the lotion for an everyday body oil. Simply massage into the skin after the shower for smooth, hydrated and moisturized skin without feeling oily or greasy.

The products can also be purchased in a bundle for \$125.