

U.S. News & World Report

JUNE 14, 2004

www.usnews.com

RAZORS

For cutting-edge Dads

ditional straight-razor shaves, guys turn to Truefitt & Hill, a 200-year-old London institution with North American shops in Toronto and Chicago. A Las Vegas branch will pop up in October, and New York will join the chain next spring. "Men come out of that shave with the 'wow' experience," CEO Guy Cartwright says—and a deep and long-lasting shave.

Face-friendly skin products deserve part of the credit. Grooming Lounge cofounder Pirooz Sarshar advocates a cleanser, like the Bar (\$18), from Dermalogica, or Jack Black Face Buff (\$15), to banish built-up dead skin that can cause ingrown hairs. Truefitt & Hill's glycerin-based shaving creams (*truefitt*



Truefitt & Hill's *.com*) are priced

products include
luxurious badger-hair
brushes, \$95 and up.

last longer. As for the aftermath, Sarsh

than drugsto
brands, but b
cause they're n
as foamy, th