

How the Beauty Industry Continues to Crack the Bro Code

From [Tria's](#) hair-removal laser to [Julep's](#) toxin-free nail polish, the top venture capital-funded beauty startups of 2014 blush over a vast array of cosmetic needs for women. But that doesn't mean men are going unnoticed.

In fact, according to PitchBook data, two of the companies that raised the most in VC funding last year were [Harry's](#) and [Dollar Shave Club](#), shaving startups which cater to the scruffier demographic. Each service offers a monthly blade refill service that can ship shaving products to homes. Harry's sells products and subscription plans that can be tailored to how often one shaves, while Dollar Shave Club delivers monthly.

Of all U.S. early-stage VC deals in 2014, Harry's in New York City ranked ninth largest. Since launching just in 2013, it has secured more than \$200 million in funding, with subscribers in "the hundreds of thousands," according to a spokesperson. Dollar Shave Club, meanwhile, raised \$50 million last year and counts 1.7 million subscribers.

Helping men manage stubble isn't the only opportunity in men's grooming. According to market research firm [Euromonitor](#), 2013 marked the second consecutive year that growth in men's toiletries (shampoos, lotions, etc.) outpaced growth in men's shaving. Shaving actually fell by 1 percent, while men's toiletries grew by 3 percent. Overall, men's grooming is expected to hit \$6.5 billion in sales by 2018.

Skin in the game

Men's skincare and anti-aging is another frontier for beauty. [Dr. Paul Jarrod Frank](#), a New York City-based dermatologist is product technology advisor to Estee Lauder's Lab Series for Men, part of the cosmetics giant's standalone skincare group for men. As [The New York Times](#) reports, Estee Lauder launched it last year with potential plans for growth acquisitions in 2015 and 2016.

Dr. Frank says a little over three years ago he informed the company that his website's info-videos for male cosmetic treatments -- like specialized liposuction for male abs and non-surgical neck-lifts for sharper jawlines -- saw a spike in activity between 12 a.m. and 2 a.m.

He concluded that men researched cosmetic options during these witching hours because many still think it's taboo to have beauty regimens or use personal care products, let alone undergo aesthetic procedures.

"Fortunately, skin care technologies now allow us to pack quite a bit into one bottle," says Dr. Frank. For instance, the Lab Series after-shave is also a skin hydrator with antioxidants to battle aging.