BLU ATLAS REVIEW: THE MOST POPULAR MEN'S SKINCARE BRAND OF 2022

Upgrade your grooming game with Blu Atlas aftershave, body wash, deodorant, shampoo, conditioner, exfoliating scrub, moisturizer, and more.

GROOMING PLAYBOOK (HTTPS://WWW.MAXIM.COM/AUTHOR/GROOMING-PLAYBOOK/) · SEP 20, 2022 SHARE



(Blu Atlas)

Presented by Grooming Playbook

The men's skincare industry has experienced a remarkable whirl of activity in the past year. A report by Global Industry Analysts states that the men's skincare market is expected to reach $16.3 billion by 2026. And this comes as no surprise.

A simple Google search quickly reveals the impressive number of startups targeting creating a name for themselves in personal care & grooming for men. It seems that young, up-and-coming startups can innovate, move fast, and take risks in ways that legacy personal care brands can't match. One of the skincare brands is Blu Atlas (http://bluatlas.com).



(Blu Atlas)

Founded in 2022, Blu Atlas has quickly made a name for itself among personal care enthusiasts seeking effective products formulated with integrity, high-quality ingredients, and appeal to all genders.

advertisement

Needless to say, Blu Atlas's products are phenomenal. For example, its fragrance Atlantis was named in a list by Men's Journal (https://www.mensjournal.com/style/25-best-colognes-for-men-in-2022/) of 25 of the best colognes for men in 2022. Its face wash was ranked in a Forbes (https://www.forbes.com/sites/josephdeacetis/2021/12/30/7-best-washes-for-men-to-stay-fresh) article as one of the seven best face washes for men to stay fresh. If you head over to Blu Atlas's website, you'll see raving, five-star reviews (https://bluatlas.com/pages/reviews) for their products that are accessibly priced but still luxurious and sophisticated.

All of its products are 100% vegan, and each formula is tested by dermatologists and carefully crafted without artificial fragrances, parabens, sulfates, and phthalates. Given that this brand's growth, it only made sense to break down the brand product-by-product. Spoiler alert: you can't go wrong with any Blu Atlas product.

AFTERSHAVE (HTTPS://BLUATLAS.COM/PRODUCTS/AFTERSHAVE)



If you don't have an aftershave product in your skincare routine, it's time to reconsider that. We can't recommend using Blu Atlas's aftershave enough. Multiple people have reported that this aftershave is a miracle product that truly soothes and hydrates their skin.

advertisement

The hydrating and nourishing properties of the aftershave are due to a high-quality mix of ingredients like shea butter, aloe, and rose water. These ingredients are harmoniously blended to leave your skin feeling soft and rejuvenated. Never taut.

BODY WASH (HTTPS://BLUATLAS.COM/PRODUCTS/BODY-WASH)



(Blu Atlas)

We like our body wash to be sudsy and soapy, but we also don't want to get out of the shower and feel like our skin is dry. Blu Atlas's body wash is the perfect amount of suds and moisture.

advertisement

Its fresh and 99% naturally sourced ingredients like green tea extract, aloe, and coco-caprylate work together to clean the skin, reduce inflammation, and eradicate puffiness, so you'll step out of the shower feeling completely clean, fresh, and ready to take on the day.

CONDITIONER (HTTPS://BLUATLAS.COM/PRODUCTS/CONDITIONER)



(Blu Atlas)

For those who have dry, frizzy hair, the Blu Atlas conditioner is a game-changer. Formulated with ingredients that nourish and revitalize hair, this conditioner will take away years of hair dullness and bring that shine back to your hair while making it feel silky smooth. Don't blame us when you can't stop running your hands through your locks.

VITAMIN C SERUM (HTTPS://BLUATLAS.COM/PRODUCTS/VITAMIN-C-SERUM)



(Blu Atlas)

Vitamin C is one the perfect pick-me-up ingredient to revitalize the skin, reduce redness, and even skin tone. This serum is carefully formulated with ingredients that target skin discoloration like mulberry root extract.

advertisement

Mulberry root is consistently used in skincare products due to its soothing, calming properties that are known to even skin tone. Blu Atlas's Vitamin C-Serum can be used to correct dark spots.

DEODORANT (HTTPS://BLUATLAS.COM/PRODUCTS/DEODORANT)



(Blu Atlas)

Deodorant has come under much scrutiny in recent years, especially as consumers become savvier and more aware of ingredients that should and should not be in deodorant (ahem, aluminum).

advertisement

Blu Atlas's deodorant is made from 99% naturally sourced ingredients, contains zero aluminum, and neutralizes odors. You can be confident you're starting your day on the right foot and smelling fresh when you use their deodorant.

SHAMPOO (HTTPS://BLUATLAS.COM/PRODUCTS/SHAMPOO)



(Blu Atlas)

All great hair is linked to great hair products, starting with a top-notch shampoo. Blu Atlas's shampoo contains jojoba oil, which has a mix of Vitamins A, E, and D, reducing inflammation and keeping the scalp moisturized to promote healthy hair growth. With this shampoo, a little goes a long way. All you need is a quarter-sized amount to get your hair on the path to looking incredible.

FACE EXFOLIATING SCRUB (HTTPS://BLUATLAS.COM/PRODUCTS/FACE-SCRUB)



(Blu Atlas)

Experts recommend exfoliating your face approximately two to three times per week. Still, you need to be careful about which exfoliant you use, as many can irritate the skin, especially if your skin is sensitive.

advertisement

Blu Atlas makes an incredible exfoliating scrub that cleans the skin, removes dead skins to promote skin cell growth, and unclogs pores. It also contains hibiscus and bamboo stem extract, known to protect the skin from potentially harmful substances and particles.

FACE MASK (HTTPS://BLUATLAS.COM/PRODUCTS/FACE-MASK)



(Blu Atlas)

After a long day, taking 10-20 minutes to unwind and reset your skin with a Blu Atlas face mask is never a bad idea. This clay-based face mask removes impurities and dirt from your skin while giving it the boost of vitamins and minerals that it needs. This mask contains 99% naturally sourced ingredients like goji berry extract to promote a healthy and robust skin microbiome.

EYE STICK (HTTPS://BLUATLAS.COM/PRODUCTS/EYE-STICK)



(Blu Atlas)

Let's face it; it's hard to prevent dark circles and bags under your eyes on your own. That's why brands like Blu Atlas create eye sticks to help you out.

advertisement

Their anti-aging, rejuvenating eye stick is the perfect solution to fix discoloration and inflammation under the eyes. It contains caffeine and antioxidants like Vitamin C and Algae Dunaliella Salina, which protect the delicate area under the eyes and prevent skin damage.

FACE CLEANSER (HTTPS://BLUATLAS.COM/PRODUCTS/FACE-CLEANSER)



(Blu Atlas)

A face cleanser is a perfect way to start and finish your day, especially when it's from Blu Atlas. This face cleaner contains highly absorbent ingredients like volcanic ash to remove excess oil from the skin and lactobacillus ferment filtrate to strengthen the skin's natural defense barrier and reduce the risk of absorbing harmful agents infiltrating the skin.

advertisement

Blu Atlas's face cleanser was designed with the idea that no two days are the same. Whether you're at the office, spending time with friends and/or family, or on an adventure, this face cleanser will clean your skin and remove harmful bacteria and dirt.

FACE MOISTURIZER (HTTPS://BLUATLAS.COM/PRODUCTS/FACE-MOISTURIZER)



(Blu Atlas)

Face moisturizer is an overlooked and underappreciated part of many men's skincare routines. But a great moisturizer is an insurance policy against dried skin and wrinkles. Blu Atlas's moisturizer contains seaweed extract, vitamin C, and mango seed butter. These ingredients are known for being great for all skin types, especially sensitive skin.

The face moisturizer can be used day or night. However, it's typically suggested that you apply face moisturizer before going to bed to wake up looking refreshed, even if you don't feel it. And if you have bags under your eyes, don't forget to apply their rejuvenating eye stick for an added boost.

SHAVE CREAM (HTTPS://BLUATLAS.COM/PRODUCTS/SHAVE-CREAM)



(Blu Atlas)

There's nothing worse than accidentally cutting yourself while shaving. Thankfully, Blu Atlas has created a full suite of grooming products to solve this. Blu Atlas's Shaving Cream is formulated with 99% naturally sourced, soothing ingredients that take away the dread that many men experience before shaving. This shaving cream was carefully crafted to work on the most sensitive skin types and also ensure the utmost protection while shaving.

FRAGRANCE: ATLANTIS (HTTPS://BLUATLAS.COM/PRODUCTS/FRAGRANCE)



(Blu Atlas)

Blu Atlas' first cologne is fittingly named Atlantis after the ancient Greek city, and it lived up to all of our standards of what a perfect fragrance should be. The cologne comes in an iconic square, matte black bottle and is a key pillar of Blu Atlas's brand.

advertisement

With a medley of citrus, floral and musky notes, this is an all-around cologne that seamlessly transitions from day to night. Atlantis is a sophisticated scent crafted for the person who does things in their unique way. He wears the cologne during negotiations, not confrontations. He wears it when he's moving ahead, not looking back.

MENTIONED IN THIS ARTICLE: BLU ATLAS (HTTPS://WWW.MAXIM.COM/TAG/BLU-ATLAS/) GEAR (HTTPS://WWW.MAXIM.COM/TAG/GEAR/) GROOMING (HTTPS://WWW.MAXIM.COM/TAG/GROOMING/) GROOMING PLAYBOOK

(HTTPS://WWW.MAXIM.COM/TAG/GROOMING-PLAYBOOK/) PARTNER (HTTPS://WWW.MAXIM.COM/TAG/PARTNER/) SKINCARE (HTTPS://WWW.MAXIM.COM/TAG/SKINCARE/) SPONSORED CONTENT (HTTPS://WWW.MAXIM.COM/TAG/SPONSORED-CONTENT/)

EXPLORE MORE

powered by Headlines Plus



This New Unimatic Dive Watch Is Inspired By Summertime Swimming Pools



Eric Clapton's Classic Ferrari 275 GTB/4 Could Be Yours



Jay-Z Reunites With Music Producer Rick Rubin For New HBO Docuseries



Ava Max & Alan Walker Drop New Single 'Fate' In Wake Of Max's FIFA World Cup...



Old Fitzgerald Returns With 10-Year-Old Wheated Bourbon



News

Headlines Plus



600-Plus Classic Cars Cruise Into Penticton

Headlines Plus



Blue Jays Fans Call Out Guerrero Jr. for Lack of Hustle

Headlines Plus



Ghana's World Cup Fate Hinges on Croatia Clash

Headlines Plus

Around the Web

REVCONTENT

If You Have Diabetes, Read This Before It's Removed!

Health Weekly

Honey: The Greatest Enemy of Memory Loss (See How to Use It)

Health Weekly

Surgeons: This Simple Trick Will End Knee Pain & Arthritis Quickly (Try It)

(https://smeagol.revcontent.com/v/BfGM/H1HWzRVC89twH0tciP0RYXH-O8cfVhYxO3k6xfSi71OVYiwid7aM5Ou_WyQCNf3wOo-TY7QjuLuavQ_xKAgCUiit2-mvPYvDcLjmFU6PSy1ljOYdZve60(https://smeagol.revcontent.com/v3/ekx9sGYP7X1UJjF7hVXnRpkDI3wBfdtfQKGzaCiFDdvrdsoq1AsGK8znv4Sp

OIHzs8EN0LZTwWQXTSD8XP7UZfGNgzP
p=GggFDMJ_bgdIGOiRkMGNiNjgyMS
HiP6oCDTk5LjE5LjExOC4yMTnqAhIK
aqm1A9h9KcwnRlMSQmIAOS_L6EEsbhvXc5QGKEg68I8EPolMQQzYoIG42

Alzheimer's Has Been Linked to This Common Drink Daily. Did You Drink It Today?

Healthy Living Tips

(https://smeagol.revcontent.com/v
nAvI2fPiiWrxFqleff94yh_a2smaMW
BQhtbV4HkTJOlXwj0Zv-
TM9icDawNGFs8-
Fsu3JoJw6QByt5rbwTa9bPRY6H
HG2BvUbDauES1lxfkvH4n9_pXN
F5SY87OLmOqenvFQQlJDA5Ue0
xo-
SAiiYWQZK7junJTHtykGjwgIscE
UXeOX0LxtCq-
_FmV568D_BchA_RAvtirkBxikIW
tiTAS15_1LWteFgCm6RGEKVBX
3KDn6qXMX6g7KO0ku7lJulDna4
p=GggFDMJ_bgdIGOiRkMGNiNjgyMS
HiP6oCDTk5LjE5LjExOC4yMTnqAh

1 Simple Hack to Cut Your Electric Bill (Try Tonight)

Home Criterion

(https://smeagol.revcontent.com/v
vvuet92Gw2qKXdqJfOgW9okPd_
BnO26WXl-
yDC5h-
bRnBfjGLWpVyR8xV4C4IXPDSZN
7ejnQ0HNTXHmuBR9
p=GggFDMJ_bgdIGOiRkMGNiNjgyMS
HiP6oCDTk5LjE5LjExOC4yMTnqAh

Valerie Bertinelli's Son Wolfgang Van Halen's Transformation Will Drop Your Jaws

Vavva Agent

5BLVkEpY0bwQvQZGKlQmfdhX-
B2klsslbUbm91IC0KYrlsRkhK5OYqqEK7tNMR6Glw5E-
PJJD7KoWtsCrgIhEBsytRbozz_hjbMl9tgBq_Coswy7_y7-
p=GggFDMJ_bgdIGOiRkMGNiNjgyMS
HiP6oCDTk5LjE5LjExOC4yMTnqAhIKCXRlc3RfbW9kZRlFZmFsc2XqAhcKD



My Neighbor's Garden is Always Full of Hummingbirds. Here's Why

peoasis

(https://smeagol.revcontent.com/v
RXty9XJwjDoSkvmeAIVqN_f9kD-
w9OX-
o748Ntjs5BVeXOdTXrCHVvMYK
TT4DaoK4UMtbC1czH7IWwk6wk
XIsdl6ibuNLRoDbLGJEvlJfV1gDt-
SLVjfrYyndiKRbBxOCbqppb2pEot
JzIqH6-v9h3iWUqaERcO-
cMFJtmU38pqpizdvkMYqclJTiqP
KGcFITEU531S6W53Mdek3gel_
eHxRNeblwaCZ2PSwjOM9LyTKpc8WfpNZWPG0mJMeOXTv8ZwZer9jbhIJL6H38nzInC57brm_f0GgJ29_jCtlRGg2zWjbefWbo3qk3-

Do You Remember Her? Take a Deep Breath Before Looking at Her Now

smartsearchhub

(https://smeagol.revcontent.com/v
J15SU5V6rU4SwgGklApCA9XzcY
RFsYz36CMELd1PoKiAgadl4ASi6
LAuuYt31_cdT2eoF3D?

Gas & Bloating? Remove Parasites From Your Body (Do This Tonight)

WellnessGaze News

UmvgwScRRRjVaMJtTOF2-
FJF2c2LGBJFAue4JSYQDoq5ssLAps9YV6bPyKOA6p8YAo0XV_cY4AE9CW

IkVs5WV0GsFXiR1lDwFmHUmXbcR6wZ58Z0F07Y4yj7oiTyf2qZ0L
kZjT2O-Eg?
p=GgFDMJ_bgdIGOiRkMGNiNjgyMS1lZTgxLTQ3MTYtYmMwMC04MTc5M2I4YTU2ODZCJDg1NTg5ZDJiLTRjOGQtNDY4Zi1iMGRiLTc4OTJiYjgxZ
HiP6oCDTk5LjE5LjExOC4yMTnqAhcKDnVwc2NhbGVkX2ltYWdlEgVmYWxzZeoCEQoIZ3JheV9pbXASBWZhbHNl6gISCgl0ZXN0X21vZGUSBW

MAXIM

Subscribe (https://www.simplecirc.com/subscribe/maxim/I9AA01) Renew Subscription (https://www.simplecirc.com/subscribe/maxim/I9AA01)

Give a Gift (https://www.simplecirc.com/subscribe/maxim/I9AA01) Contact Us (https://www.maxim.com/contact/) RSS Feed (https://www.maxim.com/feed)

Privacy Policy (https://www.maxim.com/privacy-policy/) Terms and Conditions (https://www.maxim.com/terms-conditions/)

Maxim International (https://www.maxim.com/maxim-international/) Maxim Product Licensing (https://www.maxim.com/maxim-product-licensing/)

© 2026 Maxim Media Inc

Do Not Sell or Share My Personal Information