

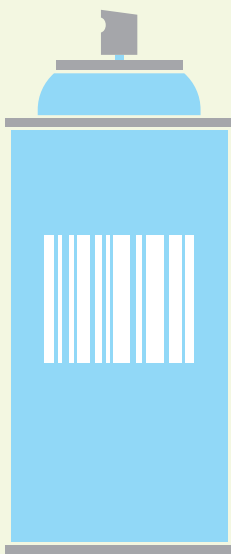
beauty & style

THE GREEN GUY'S GROOMING GUIDE

CONTROL FREAK

What works and what doesn't when it comes to hair spray for men

I care about my 'do way more than I should (for a dude), devote way too much time assuring its perfection before leaving the house (for a straight dude), and am way more concerned about losing it than I should be (for a 38-year-old married dude). Nevertheless, as long as it's still here, I'm going to care about it way more than society dictates acceptable. That brings us to this month's topic: Natural and organic hair sprays. My hair has no body and therefore requires a double whammy of plastered muck that is pomade, followed by hair spray in order to insure it remains as immobile as Aron Ralston's boulder. I'm a longtime user of Aveda's Firmata, but would love to go even more natural, if there's enough stick. Needless to say, I'm not overconfident this month.



Aubrey Men's Stock Organic Hair Control smells a bit like a candy shop (not a 50 Cent reference). Despite liberal use of organic cedarwood oil for scent, I get no cedar in reality, an aroma I would almost always pick over any other. It's also characterized as a "light" grooming spray, which means we are off on the wrong foot. Still, Aubrey's gets the ingredients right for the most part (though they couldn't shake the alcohol). Organic quinoa protein and organic gum arabic are used to glue your hairs into your chosen position of awesomeness, but as suspected, this is

pretty much Elmer's when I need Epoxy! It also promises an anti-frizz component and extra shine, neither of which I'm interested in. I do dig the small bottle, though, handy for sticking in your pocket for a sneak midday priming session at the office or Starbuck's, depending on if you have a real job, or one that pays you to review organic male cosmetics! aubrey-organics.com

Aubrey's Nustyle Organic Hair Control fares a little better. It promises "regular" hold rather than light, which is an improvement but still can't satiate my unruly twigs of super-fine dirty blondes. Instead of the underwhelming organic cedarwood oil, it offers equally unmemorable organic lemon and orange peel oils, but as far as I can tell the scent is more or less the same (to be perfectly honest I prefer the Aveda scent to all of them here). It also uses the same organic combo for hold, so I'm not sure what makes it stronger than the Men's Stock version. At any rate, this one's heart is in the right place, with biodegradable ingredients on the whole, recycled packaging, and no animal testing.

On paper, **Jason's Thin to Thick Extra Volume Hair Spray** sounds right up my alley—in addition to hold, it supposedly builds body which I need. But it also promises "bounce" and "shine," two things I'm not so sure need to be spotlighted in a hair spray made for men. Call me crazy. Anyway, like Jason's entire Thin to Thick line, biotin and panthenol are here to build body, while alcohol and a couple of unpronounceable polymers give it its hold, which is nowhere near as gummy as need be for my own personal requirements. Though I enjoyed the clean smell of this one, I felt like I was bathing



By Kevin Raub

in green tea and chamomile extracts by the time I was ready to leave the house. And, for some odd reason, the only certified organic ingredient here is aloe-vera leaf juice, which I'm not sure wasn't just thrown in there to get that precious magic word—organic—on the label. Bottom line: My friend Jason let me down this time around. jason-natural.com

Just like my first love, a four-year-old named Anis I met on a Florida beach in 1975 or so, **Druide's Medium Hold Alcohol Free Hair Spray** is French-Canadian and an Ecocert spray after my own heart. There's no alcohol and no chemical polymers. It clocks in at 99.35 percent natural—no small feat—and its secret lies in some surprising ingredients. Horsetail, stinging nettle and white nettle extracts, and lavender and sage oils make up the certified organic component, and chitosan and glycolic acid give it the glue. It takes a good dousing, but this stuff works. And in case you wondered why it matters, Druide lets you know: "Avoid the effects of plastic polymer molecules which can adhere to your respiratory passages and lungs." Yuck! J'aime Druide. druide.ca 

Kevin Raub is a travel and entertainment journalist and a Contributing Writer at *Organic Spa Magazine*.