

GR8 NEW THINGS

INNOVATIVE LOCAL SKIN CARE COMPANY N8B CATERS TO GUYS ON THE GO



With the rise in male-focused skin care over the last few years, it was only time before a line sprouted out of Chicago. N8B, founded by local guy Nate Benditzson, features natural ingredient-based products that take the fuss out of getting ready in the morning, since some of the items in the group are multipurpose: 3SOME is a shave foam, face cleanser and body wash, while 2GETHER is part moisturizer and part post-shave healer. “That was the intention, really—to cover a lot of ground with those products,” Benditzson says. His other goal was uniqueness. With the unisex N8B Stick, he’s definitely accomplished that objective: The Stick is a face wash in, well, a stick form for the person on the go. Although the certified-organic 3SOME may not be as effective a shave foam as your current shave product, the Stick is indeed innovative and refreshing. The idea for the line started about four years ago when Benditzson saw the market for men’s products starting to boom. Although Benditzson’s day job is in entertainment, he decided to take a chance and create the product line. “I’m not a chemist and I don’t have a background in the cosmetic industry,” he says. “But they’re just some products that I have a passion for.” The line has a charitable side as well, with a portion of all sales going to the celebrity-endorsed Not On Our Watch humanitarian aid organization. “I’ve always felt that it’s important to give back,” Benditzson says. —DIANA BAE

N8B products are available at n8b.com

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