


# FULTON & ROARK

## American Fine Fragrance

### Press Features




**MOTHERLY**

Fulton & Roark  
\$70  
The Upgrade Kit

If he's like most dads of a certain age, chances are his grooming habits involve a bar of Irish Spring and a splash of Old Spice. That's great and all, but maybe it's time to introduce him to the wonders of luxe (but still manly!) beauty. The American fine fragrance company Fulton & Roark is a go-to for dude-approved scents and nourishing formulas that will break his drugstore habit in five seconds flat. The Upgrade Kit includes a bottle of their hair and face oil, a bar of triple-milled soap and aluminum-free deodorant to spoil him in just one box.

[SHOP FULTON & ROARK](https://www.motherly.com/holidays/fathers-day/fathers-day-gift-guide-grandpa/)

<https://www.motherly.com/holidays/fathers-day/fathers-day-gift-guide-grandpa/>




**House Beautiful**

Fulton & Roark  
The Upgrade

**BUY NOW**

His self-care routine will probably take a hit as his focus shifts to his newborn. This amazing scented set is clutch on days when showering isn't in the cards (and there may be many of those). He can even purchase refills of his favorites.

<https://www.housebeautiful.com/shopping/g32435953/new-dad-gifts/?slide=17>




**TRAVEL + LEISURE**

"As a self proclaimed lover of fragrance and perfumes, it's usually a little hard to display that love during the summertime and on beach days. Until I found Fulton & Roark. The brand has a variety of products, ranging from oils to soaps, but what I'll be covered in all summer is its Solid Fragrance in the scent Mahana. It's a highly concentrated, wax-based solid that you can dab and rub on your inner wrists or neck (really anywhere you want a more concentrated scent) and you're good to go! There is no grease or residue, the wear is incredible, and the packaging is a small, handheld metal case that can fit or be thrown in any sized beach bag for a midday touch up. Mahana, which is actually inspired by a green sand bar on the Big Island of Hawaii, smells like pomelo, coriander, and green leaves, which makes it my perfect summer beach scent.


If the thought of bringing a fragrance to the beach gives pause, or you're just looking for another layer of fragrance, Fulton & Roark also makes [aluminum-free deodorants](#) in just as chic containers, in all the same solid scents. Perfect for layering or if you want something a little less on the nose, but still leaves you clean, light, and smelling like 'a cool breeze on even the warmest of days." — [Alessandra Amodio, Digital Photo Editor](#)

To buy: [fultonandroark.com](https://www.fultonandroark.com), \$60

<https://www.travelandleisure.com/style/shopping/beach-essentials-under-300-editors-picks-july-2022>




**Condé Nast Traveler**




Fulton & Roark Formula 5 oil

The last step of my moisturizing routine is a touch of Fulton & Roark's Formula 5 oil. The multi-purpose product can be used on both skin and hair, and I like to apply the lightweight oil to areas where I need it most: my elbows, the ends of my hair, and my knuckles and cuticles. The brand's fragrances are created to evoke "a distinct sense of atmosphere and occasion," and the Kiawah scent allows me to reminisce on some of my favorite travel memories: summers spent exploring the South Carolina island's beaches and bike trails.

<https://www.cntraveler.com/story/hydrating-hair-products-skincare>



**the Strategist**



Fulton & Roark Deodorant  
\$28

Protection Type: Natural deodorant / Application Type: Stick

This aluminum-free deodorant comes recommended by programmer Michael DiSanto, who has been using it for the past year and likes it for its wide variety of complex scents. "Previously I'd pretty much used Old Spice all my life, which did the job, but I didn't really consider that there was a wider scent world on offer," he says. "It feels less chemical-y and higher quality when you're using it and it's nice to have a few different scents available." It also gets the stamp of approval from his partner, Strategist writer [Kitty Guo](#), who says it "smells amazing" and is "stronger and way more sophisticated than Old Spice." DiSanto has tried the [Calle Ocho](#), [Matia](#), and [Sterling](#) scents so far, and says that when he runs out, he'll get refills (the brand sells [refillable sticks](#) of each scent).

<https://nymag.com/strategist/article/best-deodorants-and-antiperspirants-for-men.html>




**MAXIM**




Fulton & Roark Extrait de Parfum

Black pepper, balsam fir and oak moss give this cologne F&R's first concentrated cologne following years of solid cologne offerings a sense of fall-ready, high-minded sophistication. \$205

<https://www.maxim.com/style/the-best-fall-colognes-to-wear-now/>




**Esquire**




**BEST UPSCALE SOLID COLOGNE**  
Fulton & Roark Ltd Reserve No. 16: HWY 190  
\$60 AT FULTONANDROARK.COM

Hardly anyone does solid cologne with the depth and nuance of Fulton & Roark, and this new scent is no different. Inspired by a drive through Death Valley, this woody amber fragrance contains nose-tingly notes of pink pepper and fresh orange, but is grounded with smoky cedarwood, rich myrrh, and smooth vanilla beans.

<https://www.esquire.com/style/grooming/g32405037/best-solid-colognes/>



**Bustle**



Fulton & Roark Sterling Solid Fragrance

"As a man who is always on the go or packing a duffel bag for weekend trips, my husband has been loving Fulton & Roark's pocket-sized Solid Fragrances. He loves the experience of using his hands to rub in the scent, even putting some of the luxe balm in his beard, and appreciates that it's not an overwhelming aroma, but is meant for just him (and me, of course)." — [Olivia Rose Ferreira, beauty writer](#)

<https://www.bustle.com/style/best-grooming-gifts-for-men>

