



**Above and left:** A range of products from Malin+Goetz, available at any of the brand's three New York stores; from left: Matthew Malin and Andrew Goetz  
PHOTOS COURTESY OF THE DESIGNER.



# ART OF THE APOTHECARY

**NEW YORK'S SENSITIVE SKIN CARE BRAND MALIN+GOETZ IS ON THE MOVE**

By **DANA WOOD**

**W**ITH a hard-to-spell name, high-design packaging and soothing products for neurotic skin, Malin+Goetz is the ultimate New York skin care brand. Now in its 11th year, the hip unisex product purveyor has three Manhattan outposts (the Chelsea flagship plus Uppers East and West). And "we're always looking in Brooklyn," says Andrew Goetz, Matthew Malin's life partner of 20 years. "We like neighborhoods that aren't necessarily trendy, where people actually live." Their customers appreciate that low-key vibe. The line sprang from Malin's own skin woes — he suffers from rosacea and is allergic to many fragrances — and in the early years the couple toiled around the clock to get the brand off the ground. When they weren't developing their hypoallergenic, made-in-America skin care, they could be found behind the

counter of their Chelsea store.

Indeed, the duo has been laser-focused on the creation of award-winning products like eucalyptus deodorant and cilantro conditioner, to name just two. Malin, a former cosmetics buyer for Barneys who logged several years at Kiehl's, brought the beauty chops. With a background in design, Goetz crafted the sleek packaging. "We've learned from each other," says Goetz.

Though the brand is making a deep push into Los Angeles (the third LA store just opened downtown) and recently signed a lease in London, Malin+Goetz isn't in danger of losing its core New York-ness. "Matthew and Andrew understand that form has to follow function," says industry vet Kim-Van Dang, president of luxury branding agency KVD NYC. "And they inject their brand with a sense of fun."

When the Brooklyn shop finally opens, it will be unique, promises Goetz. "We don't want to become McMalin+Goetz."