Harry's sells a *better face wash* through creators; Dollar Shave Club sells price; Manscaped its new trimmer

> Three grooming rivals, 1,040 live Meta ads, 233 of them read. Harry's keeps creator face-wash videos running for months `Harry's #1` `Harry's #8`. Dollar Shave Club leads with a $1.99 starter set `Dollar Shave Club #2`. Manscaped relaunched three days ago around its new trimmer `Manscaped #1`.

Harry's	Dollar Shave Club	Manscaped	26 Oct 2026
776 live ads · 79 creatives	231 live ads · 78 creatives	33 live ads · 19 creatives	shown in the US, Meta's own order

THE SHORT VERSION

Harry's wins on videos it keeps running, Dollar Shave Club on price, Manscaped on a fresh launch

Harry's

Live ads on Meta	776
Distinct creatives read	79
Video, of its top 10	90%
Carry a deal, of its top 10	20%

Dollar Shave Club

Live ads on Meta	231
Distinct creatives read	78
Video, of its top 10	40%
Carry a deal, of its top 10	70%

Manscaped

Live ads on Meta	33
Distinct creatives read	19
Video, of its top 10	50%
Carry a deal, of its top 10	100%

01 Harry's keeps its creators on

7 of Harry's top 10 have run 90 days or more, and 100% of its top 10 sit in Better skin and shower care: on screen, "YOU'VE NEVER ACTUALLY CLEANED YOUR PORES" `Harry's #8`, live since June `Harry's #9`.

02 Dollar Shave Club sells the price

70% of Dollar Shave Club's top 10 carry a deal, often as a struck-through price: "THIS SET FOR ONLY $13.99 $1.99" `Dollar Shave Club #2` `Dollar Shave Club #8`. None of its top 10 has run 90 days.

03 Manscaped is days into a relaunch

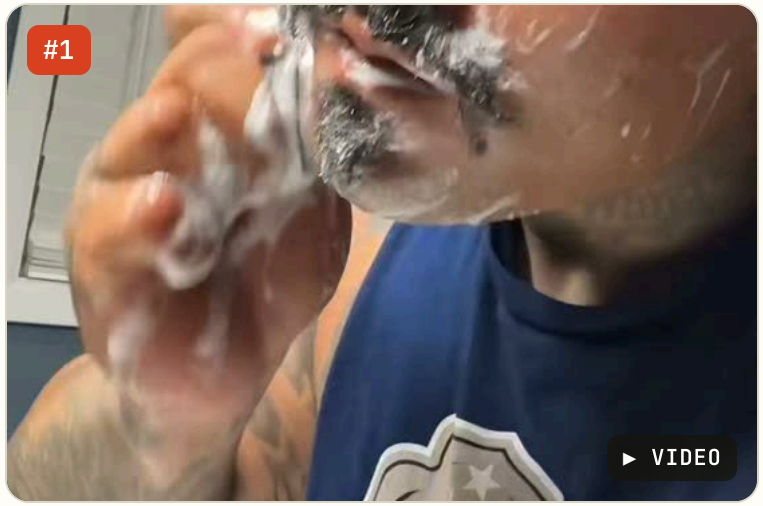
Manscaped has 33 live ads; all 19 of its creatives started in the last week, around the Lawn Mower Ultra Gen 6 `Manscaped #1` `Manscaped #3`, each with a deal. Its order is an early read.

Creatives = distinct ads after folding copies (same words, same picture). Top 10 = a brand's 10 best-placed creatives in Meta's order. Each cite links to the ad in Meta's Ad Library.

THE AD EACH RIVAL'S META ORDER PUTS FIRST

Their #1 ads: Harry's face wash, Dollar Shave Club's new electric razor, Manscaped's box

Harry's



Video · running 73 days · Better skin and shower care

> “If you're a man and you're still using the same soap you use to wash your ass”

A man lathers his face and beard with Harry's gel-to-foam face wash while the voice opens with the line above. No deal.

Dollar Shave Club



Flexible video · running 55 days · A better-made tool

> On screen: “The new electric razor”

A hand turns the new electric razor to show its dual-purpose head, then a presenter stands in front of the whole line of boxes.

Manscaped



Flexible · running 3 days · A better-made tool

> “What's in the box?”

Deal: Free Shipping Over $49

A flat lay of what comes in the Lawn Mower Ultra Gen 6 box: trimmer, foil blade, four combs, pouch and cable, with free shipping over $49.

#1 = listed first in Meta's Ad Library for that brand's page, sorted by impressions, shown in the US, 26 Oct 2026. Meta publishes no counts. Quote = the first words heard, or the words on screen when marked so; a video not heard and with no words on screen is not quoted.

WHAT COMES NEXT IN EACH LINEUP

Below #1: Harry's runs more face-wash creators, Dollar Shave Club price cards, Manscaped its new trimmer

Harry's

#2 to #7 of 79



"If your chin looks like this, your cheeks look like this,...

Video · 94d · Better skin…



On screen: "she was too stunned to speak 😻 "

Video · 108d · Better ski…



"You have nasty blackheads on your nose like this"

Video · 28d · Better skin…



"HARRY'S TATTOO FROST Fast-absorbing, fragrance-...

Catalog · 158d · Better s…



On screen: "STOP WASHING YOUR FACE...

Flexible video · 136d · B…



"I used to think using your fingers to wash your face...

Flexible video · 73d · Be…

Dollar Shave Club

#2 to #7 of 78



"THIS SET FOR ONLY $13.99 $1.99"

Flexible · 13d · Cheap to…



"your everything shower is calling"

Flexible · 55d · Better s…



On screen: "pov: you're taking an everything show...

Flexible video · 55d · Be…



"your everything shower for just $4.99 $36"

Flexible · 12d · Cheap to…



"50% OFF FOR A LIMITED TIME"

Flexible · 38d · Cheap to…



"what's not in this subscription box?"

Flexible · 55d · Cheap to…

Manscaped

#2 to #7 of 19



"3-STEP GROIN CARE ROUTINE"

Flexible · 3d · A better-…



"THE LAWN MOWER® ULTRA GEN 6"

Flexible · 3d · A better-…



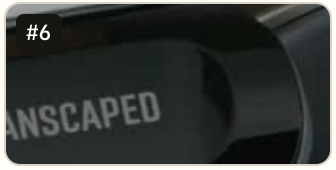
"THE DOME SHAVER PRO"

Catalog · 3d · A better-m…



"ALL-IN-ONE GROOMING KIT"

Flexible · 3d · A better-…



"Pretty slick, huh?"

Flexible video · 3d · A b…



"Say hello to the new Lawn Mower Ultra from...

Flexible video · 3d · A b…

Harry's: tattoo cream, blackheads, pores. Dollar Shave Club: $1.99 and $4.99 sets, the everything shower, 50% off a trimmer. Manscaped: the trimmer, the Dome Shaver Pro, a kit with free gifts.

ANGLES, SIDE BY SIDE

Harry's top ads sell skin care; Dollar Shave Club's a cheap start; Manscaped's the tool itself

100% of Harry's top 10 sit in one angle, and 100% of Manscaped's. Dollar Shave Club's top 10 spread across four.

ANGLE	HARRY'S	DOLLAR SHAVE CLUB	MANSCAPED	TOP OR LONG-RUNNING EXAMPLES
Better skin and shower care Upgrade the routine: a face cleanser, scrub or brush, a full shower lineup, a cream for tattoos or eyes.	100% all 81%	20% all 18%	0% all 0%	Harry's #1 Harry's #2 Dollar Shave Club #3
A better-made tool The razor or trimmer itself: blades, heads, waterproofing, what's in the box.	0% all 5%	10% all 15%	100% all 100%	Dollar Shave Club #1 Dollar Shave Club #73 Manscaped #1
Cheap to start, delivered A starter set or subscription box at an intro price, or without the drugstore run.	0% all 6%	60% all 49%	0% all 0%	Dollar Shave Club #2 Dollar Shave Club #5
Women use it too Women borrowing or buying the men's products, without paying more for pink.	0% all 3%	10% all 9%	0% all 0%	Harry's #52 Harry's #63 Dollar Shave Club #10
Special editions Limited designs, scents and collaborations.	0% all 5%	0% all 9%	0% all 0%	

Big number = share of that brand's top 10 creatives; "all" = share of every creative it runs. Angle = the reason the ad gives to stop and buy, sorted into one shared list across the brands.

OFFERS, SIDE BY SIDE

Manscaped and Dollar Shave Club lead with deals; 80% of Harry's top 10 carry none

Dollar Shave Club strikes through its usual price. Manscaped puts free shipping over $49 on nearly every ad. In Harry's top 10, a sale comes up only when a creator mentions it late in the video.

Harry's

20% of top 10 carry a deal

22% of all 79

“Harry's is doing a sale on this”
#4 · Other deal · 1 creative

“This combo set is on sale and the shipping is free”
#10 · Free shipping · 1 creative

“-16% $23.41”
#14 · Percent off · 1 creative

Sends people to: harrys.com 100%

Dollar Shave Club

70% of top 10 carry a deal

50% of all 78

“THIS SET FOR ONLY $13.99 $1.99”
#2 · Money off · 1 creative

“Intro pricing for new subscribers.”
#4 · Other deal · 7 creatives

“50% OFF FOR A LIMITED TIME”
#6 · Percent off · 1 creative

Sends people to: dollarshaveclub.com 96%, walmart.com 4%

Manscaped

100% of top 10 carry a deal

100% of all 19

“Free Shipping Over $49”
#1 · Free shipping · 17 creatives

“+3 Free Gifts”
#5 · Free items or meals · 2 creatives

Sends people to: manscaped.com 100%

A deal = a discount, free item, free shipping, trial, bundle, price or other offer (a prize draw, paying over time) stated in the ad, quoted word for word. Scarcity words or a pack size alone ("limited edition", "back for a limited time", "3-pack") don't count. Deals listed by the best-placed ad that carries them.

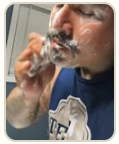
HOW THE ADS OPEN

Harry's opens on a bold claim, then a problem; Dollar Shave Club on a price; Manscaped on a product close-up

OPENS WITH	HARRY'S	DOLLAR SHAVE CLUB	MANSCAPED
The product up close	10%	10%	40%
A question	0%	30%	30%
A bold claim	40%	0%	10%
A number or price	0%	40%	10%
A joke or shock	20%	0%	10%
A problem	30%	0%	0%
News or a trend	0%	20%	0%

A number or price opens 40% of Dollar Shave Club's top 10. Harry's never opens on a price in its top 10.

THE FIRST WORDS OF EACH RIVAL'S TOP TWO



“If you're a man and you're still using the same soap you use...”

Harry's #1 · joke or shock



On screen: “The new electric razor”

Dollar Shave Club #1 · product up close



“What's in the box?”

Manscaped #1 · question



“If your chin looks like this, your cheeks look like this, and...”

Harry's #2 · problem



“THIS SET FOR ONLY $13.99 $1.99”

Dollar Shave Club #2 · number or price



“3-STEP GROIN CARE ROUTINE”

Manscaped #2 · number or price

Share of each brand's top 10 creatives. Opening = the first spoken line or on-screen words in a video's first 3 seconds, or the biggest words on an image.

FORMATS AND FACES

Harry's top 10 is nearly all video, most of it creators on camera; Dollar Shave Club's leans on image cards

Face to camera is 60% of Harry's top 10, 40% of Manscaped's and 10% of Dollar Shave Club's.

TOP 10 CREATIVES THAT ARE	HARRY'S	DOLLAR SHAVE CLUB	MANSCAPED
Video	90%	40%	50%
Several images or cards	10%	60%	50%
Still image	0%	0%	0%
Run with a creator or partner	not recorded	not recorded	not recorded

WHAT'S ON SCREEN	HARRY'S	DOLLAR SHAVE CLUB	MANSCAPED
Face to camera	60%	10%	40%
Studio product shot	10%	40%	50%
Product in use	30%	10%	0%
Graphic or text card	0%	20%	0%
Animation	0%	20%	0%
Comedy sketch	0%	0%	10%

Share of each brand's top 10 creatives. Partner = the ad runs under a creator's or partner's name with the brand as the advertiser. This pull did not record partner ads on a brand's own page: a share is the partner-page ads we found ("30%+"), "not recorded" where we found none.

HOW LONG ADS RUN

Harry's top 10 have run a median 122 days; Dollar Shave Club's 47.5; Manscaped's 3

7 of Harry's top 10 have run 90 days or more; none of Dollar Shave Club's top 10 has. All 19 Manscaped creatives started in the last week, so its order is an early read.

Harry's

122	73	38
median days, top 10	median days, all 79	live 90+ days, 7 of them in its top 10

Under a week	4
1 to 4 weeks	15
1 to 3 months	22
3 months or more	38

LONGEST RUNNING



“HARRY'S TATTOO FROST Fast-absorbing, fragrance-free gel...”

#5 · 158 days · Better skin and shower care



“GROOMING Esquire 20 25 AWARDS”

#18 · 158 days · Better skin and shower care

Dollar Shave Club

47.5	36	4
median days, top 10	median days, all 78	live 90+ days, 0 of them in its top 10

Under a week	21
1 to 4 weeks	14
1 to 3 months	39
3 months or more	4

LONGEST RUNNING



“ONLY $12.99”

#67 · 116 days · Cheap to start, delivered



On screen: “The cherry on top of a great shave routine.”

#30 · 110 days · Better skin and shower care

Manscaped

3	3	0
median days, top 10	median days, all 19	live 90+ days, 0 of them in its top 10

Under a week	19
1 to 4 weeks	0
1 to 3 months	0
3 months or more	0

LONGEST RUNNING



“What's in the box?”

#1 · 3 days · A better-made tool



“3-STEP GROIN CARE ROUTINE”

#2 · 3 days · A better-made tool

Days running = from the start date Meta shows to 26 Oct 2026. An ad still live after months is one the advertiser keeps paying for: the nearest public sign that it works.

WHAT TO BORROW

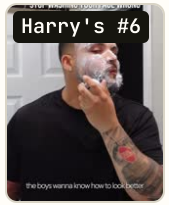
Three things to borrow from ads the rivals keep running or Meta shows first

BORROW 1

Open on the problem, bluntly, then show the fix

Harry's creator videos open with what's wrong written on screen: "YOU'VE NEVER ACTUALLY CLEANED YOUR PORES" `Harry's #8`, "STOP WASHING YOUR FACE WRONG" `Harry's #6`, then lather up with the product.





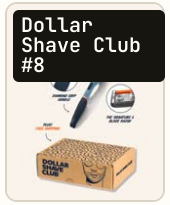
Because a bold claim opens 40% of Harry's top 10 and a problem 30%, and 7 of its top 10 have run 90 days or more.

BORROW 2

Show the usual price struck through

Dollar Shave Club puts both prices in the headline: "THIS SET FOR ONLY $13.99 $1.99" `Dollar Shave Club #2` and "MAKE A SHARP MOVE FOR $11.99 $3.99" `Dollar Shave Club #8`.



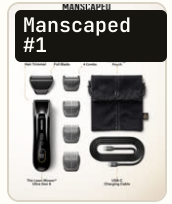


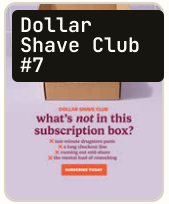
Because a number or price opens 40% of Dollar Shave Club's top 10, and 70% of its top 10 carry a deal.

BORROW 3

Show everything in the box

Manscaped's #1 is a flat lay that asks "What's in the box?" `Manscaped #1`; Dollar Shave Club turns it round: "what's not in this subscription box?" `Dollar Shave Club #7`.





Because it is Manscaped's #1 (an early read: its ads are 3 days old), and Dollar Shave Club runs its own version in its top 10.

Every ad cited here is in its brand's top 10 or has run 90+ days.

WHAT TO AVOID

Three things to avoid: a discount up front, a trend a rival already runs, and a rival's own line

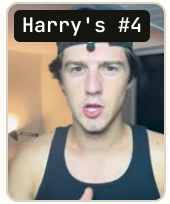
AVOID 1

Don't open a skin-care ad on a discount

Harry's face-wash videos live since June sell the problem and the fix `Harry's #8` `Harry's #9`; two others in its top 10 mention a sale late in the video `Harry's #4` `Harry's #10`.





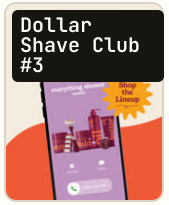


Because 80% of Harry's top 10 carry no deal, and 7 of its top 10 have run 90 days or more.

AVOID 2

Don't chase the "everything shower"

Dollar Shave Club already runs it in its top 10: "your everything shower is calling" `Dollar Shave Club #3` and "pov: you're taking an everything shower and have nowhere to be" `Dollar Shave Club #4`. It won't set you apart.



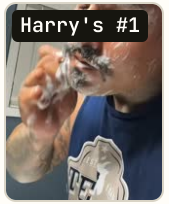


Because news or a trend opens 20% of Dollar Shave Club's top 10, and both of those are this trend.

AVOID 3

Don't copy Harry's crude line word for word

"If you're a man and you're still using the same soap you use to wash your ass" `Harry's #1` is Harry's voice. Borrow the shape (call out the habit, then the fix), not the words.



Because it opens Harry's #1, which has run 73 days.

Avoid steps cite only ads in a rival's top 10 or live 90+ days, and the numbers on slides 5 to 9.

HOW WE MEASURED

Where the ads came from, what Meta's order means, and what we can't see

The pages. Harry's: Meta page “Harry's”, found by searching the Ad Library for the site: 81 of the 81 ads this page showed in that search link to it. Dollar Shave Club: Meta page “Dollar Shave Club”, found by searching the Ad Library for the site: 118 of the 120 ads this page showed in that search link to it. Manscaped: Meta page “MANSCAPED”, found by searching the Ad Library for the site: 33 of the 33 ads this page showed in that search link to it.

The ads. Every ad Meta's Ad Library showed as live for each page on 26 Oct 2026, shown in the US, read in Meta's order up to each brand's top 100. Near-identical copies (same words, same picture) count as one creative. Harry's has 776 live ads; we read Meta's top 100. Dollar Shave Club has 231 live ads; we read Meta's top 100.

Meta's order. The Ad Library sorted by impressions, highest first, within each brand. Meta publishes no counts, so #1 means "listed first", and one brand's #1 can't be compared with another's in size. The order mixes how long an ad has run with how hard it is pushed.

Reading the ads. Each creative was read from its picture, its words and, for each brand's top video ads, the video itself: the angle, the deal word for word, the opening line word for word, what is on screen. One shared list of angles was then drawn across the brands so they compare side by side.

Borrow and avoid. Only ads in a brand's top 10 or live 90+ days are cited as evidence: the ads Meta shows most, or the ones the advertiser keeps paying for.

What we can't see. Spend, clicks, sales and audiences are private to each advertiser. A high place or a long run is a sign an ad is worth paying for, not proof it sells.