

# STYLE CONSCIENCE

## GOOD GUYS FINISH FIRST

*To the many descriptions befitting Jack Black*—man’s man, straight shooter, smooth talker—add “socially responsible.” The fictional hero behind the Texas-based men’s grooming line has scruples, demonstrated by the company’s benevolent list of do’s and don’ts. Its creators do use raw materials from renewable resources and employ local materials and suppliers where possible to keep long-distance transport to a minimum. (Read: less environmental impact.) For those signature blue bottles and tubes, they insist on “no secondary packaging, cartons, cellophane wraps, or excess materials typically thrown away after purchase,” says cofounder Curran Dandurand. As for the don’ts? “No animal is ever harmed in the creation of any Jack Black product,” he promises. Even the company’s Pure Performance Shave Brush is

made from high-tech synthetic bristles, not the badger variety from the real thing.

On the charitable tip, Jack Black gives back in three key areas. “We focus on children, the military, and animal welfare,” Dandurand explains. Through cash donations and fundraiser sponsorships, the company helps fight abuse and neglect via the Children’s Advocacy Center of Collin County, Texas. It donates Jack Black products to U.S. troops in Afghanistan and Iraq and helps support injured soldiers with cash donations to the Wounded Warrior Project. As for the ultimate in animal friendliness, the company supports the no-kill animal shelter Operation Kindness, based in Carrollton, Texas, the very home of Jack Black himself.



# TRACK STAR

INDY CAR DRIVER E.J. VISO INFUSES OREFICI WATCHES WITH RACING SPIRIT.

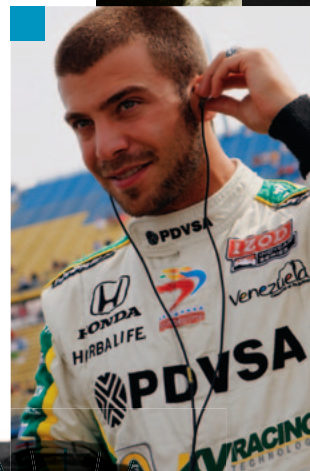
*“On the track, time is everything,”* says E.J. Viso, the enthusiastic 26-year-old Venezuelan Indy Car star, who drives for KV Racing Technology/Lotus. “From the qualifying day to strategy to pit stops to the race itself—everything is based on time.” That may explain Viso’s interest in watches, which dates back to when he was a kid winning go-cart racing championships around the world. “A watch is not only a little machine that gives you the time—it involves a lot of things from engineering to style.”

Recently, Viso’s two passions connected through his partnership with Orefici, the sporty-chic Italian watch brand. Shortly after buying his first Orefici in Las Vegas, he met the brand’s CEO, Umberto Cipolla. Their budding friendship led to Orefici’s sponsorship of Viso’s car and an upcoming collection of watches designed with his input. “Orefici has a great balance of quality, engineering, style, and price,” notes Viso, who is working on prototypes for his namesake models. “We want the watches to incorporate the technology and engineering

in my world, and we’ll be using some high-performance materials, such as carbon fiber, tungsten, titanium, and special rubbers that comply with racing specifications.”

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As Viso embarks on this watch making sideline, he recalls a lesson from his father about time being the one thing that is equal for everyone no matter how much money or many connections you may have. “It comes down to how we work with our time and making the right use of the time we have, which is probably why I don’t sleep much.”



SEE MORE OF OUR SHOOT WITH E.J. VISO AT [NMDAILY.COM](http://NMDAILY.COM).