



GEAR & GUIDES

The Best Face Masks for Kids, According to Opinionated Kids

We put 12 masks to the test in front of a brutally honest kindergartener and third grader. Here are their unbiased opinions.

The greatest quest of 2020 has no doubt been the [search for the perfect face mask](#). While we may scour every shopping site, overthinking descriptions and reviews, perhaps we should be more driven by instinct—the way that kids are.

After my first socially-distanced outdoor meetup with my nieces was peppered with questions about my own mask and [face shield](#), I realized the value of their honest feedback. My sister graciously offered to let me borrow the two—eight-year-old Olivia and five-year-old Abby—and turn them into an expert panel to figure out what the best face masks for kids are, according to kids. They tested a dozen face masks for kids, as we played a game of “what I like” and “what I don’t like” about each one.

What kids look for in a face mask

Overall, comfort reigned supreme for both kids. When asked separately about the characteristics of a good mask, each mentioned ear loop fit, which Abby said needed to be “just right” while the fabric should be “soft and fluffy.”

Olivia echoed the sentiments, but also brought up the importance of filters for extra protection, as well as “no holes,” referring to a complete seal around the face without any exposed areas for contaminants to seep in.

Of course, design matters too, as the five-year-old’s first words were, “A good mask has to be a unicorn!” While she may have meant it literally, figuratively, she had a point, as finding one with all the right characteristics soon proved to be an elusive challenge.

Top pick



Cubcoats Mask Buddies

As soon as I pulled out the Cubcoats Mask Buddies three-pack, both girls started screaming about how cute and adorable they are, with Abby adding, “I can’t wait to try it on—I call pink!” They figured out on their own that it was a wristlet that flipped inside out into a mask (I happened to give them [Cubcoats hoodies](#) last Christmas, so they were experienced in transformable clothing). Olivia gave it bonus points for a filter sleeve and softness, articulating it as, “It’s so comfortable that it feels like you’re in a bed.” Both called this one their favorite and immediately started using it.