

# newsworthy trends

## A New Look At Grooming

(NAPSA)—Whether they're constantly checking a mirror or they're more concerned with sports than looks, a recent poll found that when it comes to grooming, there are some things men just won't stand for.

The poll asked 2,000 men for their opinion on perspiration and found that 75 percent of them



**A survey provided surprising insight into men's grooming habits.**

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worried more about odor than wetness. Fortunately, the following tips could help:

- **Consider The Cause**—Experts at Brut say that underarm odor is caused by bacteria that thrive on sweat. The company's 24-hour anti-perspirants and deodorants are formulated with Trimax to eliminate that bacteria and leave men feeling fresh with the brand's signature scent.

- **Stay Dry**—The company's anti-perspirants could help you stay dry as well. They contain the same active ingredient as more expensive "clinical" products to combat wetness. In fact, after rigorous testing, they met the FDA's highest classification for being "most effective" at stopping wetness.

- **Drink Up**—As a final tip, drink cool water to help lower your body's core temperature and possibly reduce its need to sweat. An added bonus: Staying hydrated helps skin stay firm and healthy. For more information, visit [www.brutworld.com](http://www.brutworld.com).