

HOLIDAY GIFT IDEAS

Cutting-Edge Gifts For Him

(NAPSA)—When it comes to choosing great holiday gifts for men, think utility.

“Men tend to think of gift giving more in terms of an economic exchange of goods than women do,” explains Margaret Rucker, who holds a doctorate in psychology with an emphasis in consumer psychology and is an expert on gifts. That means gifts that have use might go over better with guys than gifts centered strictly on sentiment and emotion.

So how can you choose the right—and most useful—gift? Make note of his likes and dislikes, his lifestyle, the things he already has and—perhaps most importantly—what he might need. Here are a few ideas that are affordable and razor sharp:

The Traveling Executive

If the road is his home away from home, he might appreciate a gift that makes traveling a little simpler. For example, the ergonomically designed Remington Flex360 is an electric shaver that can be used with or without a cord. Plus, it's rechargeable and has worldwide voltage, meaning it can be used in virtually any country. Since electric shavers don't require shaving cream or aftershave, he won't have to pack those items in his carry-on, making it easier to get through airport security.

The Trendy Man

If he likes to maintain a special look, a seven-in-one grooming system might be just the thing to help. Check out the Remington PG-350, which can be used to trim sideburns, full beards, goatees, mustaches and even stubble—depending on the look he (and his



Utility Rules—Gift experts say men prefer gifts that have practical use.

“significant other”) prefer. It features a full trimmer, a detail trimmer, a minishaver, mustache and beard comb, hair clipper combo, nose and ear hair trimmer and a charging stand.

The Do-It-Yourselfer

If he likes to take on tasks and take matters into his own hands, consider a gift that helps him take charge of his appearance. For instance, Remington's ShortCut Clipper is designed to let men easily give themselves a stylish buzz cut, like the one made popular by David Beckham, or maintain the one they have. The clippers have a design meant to make trimming as simple as brushing your hair, along with a curved cutting system that trims to the shape of the head for even haircuts. Plus, its built-in guide adjusts to different cutting lengths.

For more information and ideas, visit www.remington-products.com.