

# NEWS OF MEN

## Facing Facts About Male Skin Care

(NAPSA)—Whether you're comfortable shaving or have a knack for nicking yourself, a few tips from skin care experts can help you put your best face forward.

**Step 1:** Wet face in the shower or with a very wet, warm towel.

**Step 2:** Apply pre-shave oil or conditioner.

**Step 3:** Dab a small amount of shave cream into a shaving mug or directly on the face.

**Step 4:** Wet a shave brush and whip up a rich lather. Lather beard with an upward stroke to lift individual barbs.

**Step 5:** Shave with the grain of your beard (downward) to avoid nicks and cuts.

**Step 6:** Apply aftershave balm.

What you use while shaving can sometimes be as important as how you shave. That may be why male skin care products—from SPF creams to moisturizers—have become so hot and a number of new male skin care lines have been introduced.

For instance, Caswell-Massey, which is one of the oldest upscale grooming product companies in America, released a line for men called 1752—named after the year the company was founded. The company (which is believed to be the fourth-oldest in America) began as a medical supply shop in Newport, Rhode Island. Since then, it has become popular with celebrities and consumers from all walks of life. The line includes:

- Pre-Shave Oil—A blend of moisturizing natural oils and extracts that prepare the beard.

- Shave Soap in Wood Bowl—An all-vegetable formula with nat-



**Men's grooming products are a hot trend that show no sign of cooling off.**

ural oils for a smooth, brisk shave.

- Shave Cream—A rich lathering cream that leaves skin moisturized.

- Aftershave Balm—A blend of natural oils, sea kelp and algae with natural extracts and vitamins.

- Face It Treatment Mask—A rejuvenating formulation that cleanses, treats and moisturizes.

The company also reintroduced its Greenbriar Collection—updated to reflect contemporary fragrances while preserving the integrity of its classics. It includes:

- SPF 30 Lotion—Men are not from Mars. They know the importance of protecting skin from the sun's ultraviolet rays. A lightly scented skin conditioner helps them do just that.

- Aftershave Balm—Helps soothe and nourish skin.

- Aftershave—Helps revitalize and refresh skin after shaving.

The company's products are not tested on animals and are safe for the environment. Many provide protection from the sun's UV rays.

For more information, visit [www.caswellmassey.com](http://www.caswellmassey.com).