

# Understanding Your Skin

## Mirror, Mirror Above The Sink...

### Men Care More About Their Skin Than You Think

(NAPSA)—Most men are pretty straightforward when it comes to skincare and grooming. No fuss, no frills and “I can do it in five minutes or less” is their general motto, but don’t let this nonchalant attitude fool you. Men do have a vested interest in their vanity and are not averse to stealing their gals’ facial cleanser or acne treatment.

Men have always tended to their shaving needs, but over the years their awareness and usage of skincare has increased and companies today are responding to their unique and evolving skincare needs.

Shaving for the majority of men is a necessary evil that can lead to cuts, irritation, or worse, ingrown hairs.

This may seem like a small price to pay for vanity when compared to the labor-intensive beauty rituals of women, but consider this—in a recent survey, 42 percent of men, 18 to 34, said they would give up drinking beer for a month to never have to shave again, and one third of both men and women surveyed agreed that the guy’s razor burn is uncomfortable for both when kissing.

Still not convinced men take an interest in their skin’s appearance? While more than one fourth of men, 18 to 34, attribute acne to “dumb luck,” 50 percent of them would attempt “at-home surgery” to pop a blemish discovered before a date.

For men, skincare has obviously grown far beyond the bar of soap and shave cream. Today, they are seeking advice on how to best care for their skin from the skincare-savvy women in their lives.

Still, there are differences in what men want and need when it



**Men prefer skincare products that are lightweight, easy-to-use and light on fragrance.**

comes to grooming products created specially for them. Not a big surprise, but men demand simple, easy-to-use products with noticeable results and little or no fragrance. Next, they want products that solve their problems; help prevent ingrown hairs, treat breakouts and soothe razor burn. Lastly, they want products sold where they expect to find them—in a mass retailer or a drug store.

In recognition of these differences, manufacturers are stepping up to the plate and creating new products men want and need. A good example is the new Neutrogena Men's line.

Given the fact that men spend 170 hours a year grooming, they will be pleased to discover Neutrogena Men's two distinct product categories. The Razor Defense line, focusing on rough shavers, helps to soothe and prevent razor irritation; the Skin Clearing line aims at treating and preventing both breakouts and ingrown hairs.

Best of all, the products are uncomplicated, effective and easy to find. And with prices between \$2.85 and \$5.99—the cost of vanity is a very small price to pay for great looking skin.