

### Ubersexuals: The New American Man?

(NAPSA)—Forget “metrosexuals.” The hot new man in town is the “ubersexual.”

That’s right, just when you thought you finally understood the metrosexual trend, it turns out that the new uber male not only exudes confidence and leadership, but—and this may be the crucial difference—does it all while still embracing his masculinity. In other words, as one trend spotter recently put it, ubers mark “the return of ‘The Real Man’ of yesteryear.”

So the burning question is: How else does an uber differ from a metrosexual?

Well, both groups have female friends; however, an ubersexual’s best pals are males, while a metrosexual’s are females.

Both ubers and metros may groom themselves with expensive products—in fact, nearly two out of three men recently surveyed said they own and consistently use a variety of grooming products. The difference is that you won’t catch an ubersexual highlighting, waxing or self-tanning.

One thing ubers and metros *do* have in common is a love of pearly white teeth—and as far as ubers are concerned, the whiter, the better. In fact, one survey found that 70 percent of them think white teeth go hand in hand with great hairstyles when it comes to the top two most important facial features. Yet, three out of four ubers admit their teeth “could be whiter.”

The same survey found that ubers had no qualms about strolling into a store to pick up a personal grooming product such as Crest Whitestrips Premium. To add an especially “uber-masculine” twist to the strips, men

#### Ubersexual vs. Metrosexual *Who’s the Man?*



IN: Confidence

OUT: Arrogance

IN: Leading the crowd

OUT: Following the crowd



sometimes put them on for 30 minutes, twice a day, while watching sports on TV. They get a whiter smile in just three days, with full results in seven.

Women looking for just the right uber may want to take note of the survey, too. Nearly half of men stressed that white teeth are a deciding factor when asking a woman on a second date. Also, one in five men said they absolutely couldn’t kiss someone with yellow teeth.

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