

## Men, Put Your Best Face Forward

By Meredith Turits ('09)

Guys, you've probably seen your lady's regimen of skin care products on her bathroom shelf - and you might even fear it. While men's skin may not go through the daily abuse that layers of makeup can cause, you're not exempt from your own upkeep. It's just as important to make sure you're taking steps to keep your skin hydrated and fresh; the right kind of care can keep your own face looking brighter, and reduce problems like blemishes and razor burn. Take a tip (or five) from the girls and pamper your skin to perfection.

### 1. Knowledge is Power

Because all skin is not the same, neither are all skincare treatments. To make sure that you're using the right products, do a little bit of research and identify your skin type. Do you have oily skin? Sensitive skin? Dry skin? Or maybe it's a combination of a few types. Even if you have normal skin, there are still steps you can take to make sure it'll stay that way. Google away - the resources are easy to find.

### 2. Get Active

The recipe for good skin care is knowing which active ingredients are both universally effective and right for your specific skin type. If you're spot-treating a problem pimple, look for a product with salicylic acid. If you're running into a bit more trouble with wider-spread acne, a benzoyl peroxide-based treatment is the way to go. From there, get familiar with ingredients that work for you. For example, if you have oily skin, search for oil-free products and glycolic facial cleansers. Sensitive skin will want only perfume-free products. That's only the beginning, so make sure you find your match.

### 3. Act Your Age

Just like women, men run into different skin problems as they age. Treat your skin accordingly. In your twenties, the substance that preserves that baby's bottom feel of your cheeks (collagen) starts to decrease each year - and even more if you're a regular in the sun. In order to keep skin sparkling, first, make good friends with a bottle of hydrating sunscreen. Next, stop using standard bars of soap on your face. The stuff you're used to using everywhere else can contain fragrances and chemicals that are irritating for your face. Make the shift to a glycerin-based soap that's kinder to your skin. Your thirties will thank you for it.

### 4. Shave Smart

When you run a razor over your face, your skin is at its most raw. Many men don't realize the damage that certain products can cause, so take your shave routine seriously. Instead of cheaper shaving creams, choose an aloe-infused shave gel for its non-irritating and restorative qualities. Bonus: it soothes to reduce razor burn. When picking an aftershave, make sure the ingredients don't list BHA, aluminum starch octenylsuccinate, or eugenol, which are all toxic to the skin. Instead, look for aftershave astringents and balms that are tailored to your skin type. Bonus: some even provide sun protection! Vitamin E and B5 will help calm irritation, and eucalyptus will help with ingrown hairs.

### 5. Get in the Habit

It's no secret that there are plenty of just-for-men products around, so once you find what works, get in the routine and stick to it. Even if you don't traditionally have skin issues, simply making sure you integrate a fragrance-free moisturizer and light astringent into your daily routine can both improve the look and feel of your skin, as well as act as a preventative down the line. A partner loves to see a man caring for himself and looking his best, so if a morning routine make-over makes you all the more touchable...well, we needn't say more.