

Skincare Tips for Men

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With 20 percent oilier skin than women, men's skincare plays a vital role in their health. Here are some tips from skincare educator, Louisa Alten, on how to keep men's skin healthy.



Men are sensual when it comes to skincare products. It has been proven that they are more likely to respond to **products that give a cooling sensation** that they can physically feel. They do not like the heat or lack of sensation that can be common in women's treatments.

Men also prefer **products that have multiple uses**. They do not like to use a bunch of different products, and they prefer to use one thing that does it all. It is also proven that men are much more loyal to a product than women and when they find one they like, they stick with it much longer.



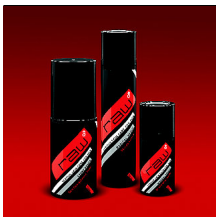
Choosing the right cleanser is a key element in men's skincare. Men can use cleansers that can also be used for shaving, because they have more facial hair. Also, look for cleansers specifically for men. General cleansers that are made for women will not do the trick.

Don't overwork your razor. According to Alten, disposable razors should only be used once or twice. The shaving bumps that men receive are from not enough glide and overworking the razor. Men can also use two razors, shaving with a traditional razor and also an electric one if it grows back quickly.



Antioxidants are important in skincare products, because they give extra protection. According to Alten, antioxidants act as bouncers for a night club, giving the ultimate protection.

Perhaps the most important skincare tip to remember is **sun block, sun block, sun block**. Sunscreen is not the same thing as sun block, says Alten, and it is important that men use sun block instead. A sunscreen is like a screen on your door, still allowing the harmful rays to sneak in. A sun block is like pulling the shade down over the screen, blocking out all harmful rays.



Know your sun block. Sun block with Zinc in it is highly recommended, because it is a mineral that actually blocks the light and bounces it away. Also, sun block should be applied every two hours, especially for men with outdoor jobs. Waterproof sun block should also be applied every two hours, and it is important to remember that no sun block lasts all day.

Some quick facts:

- Men's skin cancer has doubled over the last 30 years, partly because they do not use sun block.
- 80-90% of aging is due to sun damage.
- 70% of women are buying men's skincare products for their man, because the men don't care about it.
- Men's skin is 30% more oily and is thicker than women's.
- 3 most important men's skincare products: cleanser, scrub, and sun block.
- Men should not use granulated scrubs because it scratches the surface of their skin.
- RAW Blue Agave wash is recommended, because it breaks down the oil and softens skin.