

MEN: IN YOUR SKIN



Let's face it, when it comes to skin care men are behind the times. Most place it in a realm of trivial, emasculating, vanity better left to women. True, in a world more and more obsessed with body image, vanity does play a role, but there are more practical reasons to care for your skin also.

First, let's deal with our more vain side. The fact is, we all like to feel good about our own appearance. As men get older the levels of collagen and elastin (the proteins responsible for elasticity, tone, and texture of the skin) begin to decline with the effects staring back at you in the morning mirror. Even though it may happen later in life than with women, due to the male skin being thicker, more oily, with larger pores, even a man cannot outrun the lines that seem to creep in overnight. Remember, when it comes to skin care the name of the game is prevention.

If this is not enough to convince you, then how about the fact that statistically men over 40 spend most of their time outdoors in the sun and that a person who has had five or more sunburns in their lifetime doubles their risk of skin cancer. Skin cancer is the number one cancer in men over the age of 50. Is skin care beginning to sound more practical? With the majority of facial products carrying an SPF of 15 or greater it is even more compelling for men to adopt a skin care regime.

Too Many Choices!!

With so many companies coming out with skin care products specifically created for men the skin care aisle is beginning to resemble a jungle. It is no wonder that most men throw up their hands, grab a beer and go home. Never fear, this is why we have experts to help us navigate beyond the confusion.

Damn! Sexy exclusive health and self-care consultant, Lianne Taylor, suggests beginning with what you know. Start integrating skin care slowly into your daily routine. "The key is to keep it simple, I suggest you start with shaving. It's something most men do everyday, why not use shaving products that are specifically designed with extra benefits for your skin" says Taylor. Pick a line of products made for men and start with a shave cream, soothing aftershave, and even a moisturizer for the face. Lianne recommends **Skin Strategies® for men**, a full line of skin care products dermatologist, sensitivity and allergy tested.



In the end, just commit to giving it a try. You have to shave anyways so it's the simplest way to ease in and see what you think. You should see results within 2 to 4 weeks of use. If you still aren't sure you want to go public and buy from your local market, there are ways to do it online as well. Skin Strategies® products are available through our own Lianne Taylor. You can reach her at

soulfulquestions@damnsexyclothing.com

Remember, skin care is not just about looking good, it's about taking care of the skin you're in. When looking at skin care Lianne suggests remembering these key points:



Maintenance...For the skin you see

Repair....For the skin you can't see

Prevention...For the skin you will see

Keep it simple, be willing to try, and keep reading Lianne's Quick Tips and her articles as she brings you more advice for living a Damn!Sexy Life.