



It's a "He" thing...

Dermalogica debuts Skin Kit For Men

Ingrown hairs, flaky skin, sun damage, untreated blemishes—are these really the mark of a manly man?? **Dermalogica's** new **SKIN KIT FOR MEN** offers healthy skin in five minutes with five hero products:

SPECIAL CLEANSING GEL : Most men wash their faces with the same alkaline bar soap they use on hands and body, but the skin is actually happiest in a mildly acidic environment. This acid-balanced foaming gel cleans without irritation, leaving skin fresh.

SKIN PREP SCRUB : Guys with "true grit" exfoliate—although this product isn't gritty or pitty (no abrasive apricot or other fruit seeds, pits, or shells which are common to most scrubs). The scrubbers here are naturally rounded corncob meal particles, which loosen dead skin cells and also prep the beard for shaving without scratching skin.

PROFESSIONAL SHAVE: Here again, men are used to alkaline products for the face. Unlike conventional soapy / foamy aerosols, this dense, aromatic shaving product contains the essential oils of soothing botanicals and organic silicones which cushion the blade to prevent razor-burn. Only requires a few drops for an amazingly close shave.

ACTIVE MOIST: Real men have a tender side, and keep it that way with regular moisturizing. In addition to helping a guy face the day and help prevent fine lines and dry skin, this non-oily hydrator also is an inspired evening treatment for the beard area, allowing a really clean shave in the morning.

MEDICATED CLEARING GEL: Nobody's perfect, and a few drops of this clear treatment product shrink and heal the occasional blemish and loosen any ingrown hairs.

Jane Wurwand, founder of Dermalogica, comments, "Professional skin care is not about pampering or indulgence. It is about solving and preventing problems. Men get the idea instantly when it's put to them in their terms.

Dermalogica products are available in appointed skin centres by recommendation of a qualified skin therapist. For your nearest Dermalogica skin centre, visit www.dermalogica.com

