



## GROOMING TIPS

After the better part of seven months layered in jackets and cocooned in wool, most men can't wait to ditch the togs and hit the beach. Having lived undercover for a while, guys will definitely reap the benefits of a little spring style maintenance.

As a couple guys who happen to travel the continent spreading the word about this kind of thing, we walk a tightrope between helping men look and feel amazing, and keeping them safe from the sun's bad-ass side.

A few words to keep in mind: Men, Skin Cancer, On the Rise, More Lethal. A downer, for sure, but it's a 2011 reality.

While the majority of men diagnosed with melanoma (the deadliest skin cancer) are over 50, it is now the most common form of cancer in guys aged 15 to 29. If you've used tanning beds or have had a few moderate sunburns prior to your mid-thirties, your chances of developing skin cancer a few years down the road are 75 percent greater.

Statistics and factoids can make us feel like we should be living in a cave, never stepping foot in the sun again. But with the summer months ahead and a looming pressure to look good, we all know that won't happen. The Great Sunshine Debate will continue until our galaxy's biggest star goes supernova.

Just like practicing good nutrition and striving for that six-pack, one word always comes up: Moderation. So, how do you enjoy the sun and the heat, look great and keep an eye on your health? Try incorporating some of these ideas into your lifestyle this season.

1. Sunscreen? Sunblock? Names used interchangeably, but there is a huge difference. Sunscreens filter specific UV rays (usually UVBs – the hardcore burn makers), while sunblocks cut out all rays (UVBs and UVAs – those around 365 days a year, penetrating deeper and responsible for skin cancers). Sunscreens typically have a lighter texture (face appropriate), while sunblocks tend to the heavier, oilier side for the body.



- ▮ **Oil Free Matte Sunblock by Dermalogica**
- ▮ ▶ Protects and hydrates oily and acne-prone skin with an all-day matte finish.
- ▮ **Super Sensitive Faceblock by Dermalogica**
- ▮ ▶ Perfect for those with even the most sensitive skin.
- ▮ **Moisturizing Anti-Ageing SPF20 Body Sunscreen by Laboratoire Dr. Renaud**
- ▮ ▶ Doubles as a skin age-protecting body cream.



**Self-Tanner by St. Tropez**

▶ Replicate a natural tan—without the citrus hues.

**2.** Sunscreen/Sunblock ALL exposed skin! Nothing under an SPF (Sun Protection Factor) 15 will do, and you'll never need anything higher than 30. Higher counts won't give you much added protection, just added chemicals.

Remember that SPF does not prolong the length of time it takes you to burn. SPF refers to the strength of exposure. SPF 15 at 9AM does not do the same thing as SPF 15 at 1PM.

Check the expiry date! Chances are, that bottle of Coppertone buried under the sink has lost the 'P' of its 'SPF'.

DO NOT put sunblocks designed for the body on your face, neck or scalp. A breakout is guaranteed, and it will feel like motor oil. Look for face-specific products and DON'T FORGET YOUR EARS & BACK OF YOUR NECK!

**3.** When it comes to sunscreen, quantity and application are everything. Wearing a bathing suit and a smile, you'll need about an ounce of product to cover shoulders to toes.

For those with body hair, even the heaviest bush won't protect you. Lube up. Look for milkier lotions for an easier application. If they're not penetrating the skin, try a spray. Superfine mists usually get past fur nicely.

REAPPLY every two or three hours. If you sweat profusely or have gone swimming, re-lube. Avoid waterproof sunblocks; they're zit-makers and choke your skin.

While most guys take an entire season to go through an 18oz bottle of sunscreen, that amount shouldn't last more than three or four days!

**4.** Read the ingredients! Sensitive skins usually react to SPFs.

**1.** Avoid products with chemical SPFs like Octinoxate. Look for 'physical' SPFs like Titanium Dioxide and Zinc Oxide, to reduce the likelihood of a reaction.

**2.** Avoid artificial fragrances (in everything). If a label is sporting 'fragrance' or 'perfume', drop it and run! They're synthetic.



**After Sun Repair by Dermalogica**

▶ Will soothe even the crankiest of charbroiled skins.

**Soft Body Veil by Laboratoire Dr. Renaud**

▶ Nourishes with vegetal extracts, perfect after a bit too much solar indulgence.

'No chemicals' does not mean a product can't smell great. Essential oils and base ingredients can smell amazing, with their natural compounds coming through. And they're almost guaranteed not to cause a reaction with your skin, and often even prevent them.

**5.** Exfoliating regularly? Sunscreen will slow down the aging clock! Exfoliation—key in skin care—causes varying degrees of photosensitivity (UV vulnerability), directly linked to premature aging. Moderate or high sun exposure accelerates the aging process by causing dehydration. The end results are fine lines and crinkling on the forehead, cheeks, and around the eyes and lips.

Sun exposure will super activate the production of melanin, one of the skin's ferocious defense mechanisms. A 'sun-kissed tan' is—physically—a wall to protect the body from radiation. Sun-kissed becomes sun-spotted, which then becomes leathery. The sun also releases free radicals, which literally attack and eat away at the skin's structure. Welcome to aging.

**6.** Try self-tanning products. They've come a long way from the tangerine-kissed days gone by. Go for a kick-ass product line like St. Tropez. They're pioneers in the field. Follow the instructions!

**7.** If you're going to go SPF-less or, God forbid, use tanning accelerators, invest in some high quality After-Sun Care. It's the least you can do to soothe your assaulted skin, relieve sunburn and help prevent peeling.

**8.** Acne or breakout prone skin? Look for oil-free sunscreens and sunblocks. While a sunburn might appear to clear up acne, it's deceiving! They can actually cause a rebound effect, worsening the problem as



**Sweaty Feet Formula by Footlogix**

▶ As the name says, treat sweaty feet for great 'sandal-feet'.

**Dry Skin Foot Anti-Fungal by Footlogix**

▶ This foot foam fixes the driest hooves while protecting against fungal infections.

the redness fades away.

**9.** Sun cooks your hair. A Crackerjack sunburn on your lid can accelerate, or cause, hair-loss. If you're hair-proud, think about sunscreen for your cheveux.

Shorter hair? Typically use a pommade or gel on your topper? Regular sunscreen/sunblock will work just fine.

Longer hair? Opt for true hair sunscreen. SPF 10 is the highest you'll find. Any higher and the greasy/heavy texture will take over.

**10.** WASH IT ALL OFF! When you head in after a day in the sun, shower in lukewarm or cool water and wash your mug. This will remove the built-up chemicals, residues and sweat, bettering your chances of remaining zit-free.

**11.** Chlorine vs Saltwater? Saltwater might go a bit easier on your skin and hair, but—and this is a BIG but—public 'saltwater' pools are virtually identical to chlorinated.

Saltwater systems are too difficult to regulate in high traffic pools. Their pH fluctuates with a stiff breeze. While less likely to smell like a cauldron of javex, their chemical constituents start out 'less corrosive', but



**Multi-active Eye Contour Tensor by Laboratoire Dr. Renaud**

► Daily eye treatment to super-hydrate and work on all major eye concerns.

**Age Reversal Eye Complex by Dermalogica**

► Reverses the signs of aging, especially those created by the sun-squint.

end up just as harsh. Hosing yourself when you're out is the best way to minimize skin or hair damage.

**12.** Use moisturizer! Just because it's hot and humid, that doesn't mean your skin is hydrated and nourished. The moisturizer you use in the winter is not the moisturizer you'll use in the summer.

Go and see a Skin Therapist/Aesthetician for your best moisture fit. This applies to face and body.

**13.** Guys, there's no excuse for your feet looking like they've been attacked by a machete or shot at close range. Twice a year—minimally—get your feet fixed. Find a spa for men or ask around for a place that doesn't have a row of pedicure chairs where

you'll be stuck between Ethel and Louise having a conversation about the virtues of coral nail polish. Pedicures are about foot health.

If you're really too 'manly' to get some professional help, here are five foot-fix MUST-DOS:

- 1.** Clip your talons after a shower. Cut as straight across as possible, leaving NO LESS than one-eighth of an inch of white.
- 2.** Use a medium grit nail file to round corners and smooth any jagged parts. This prevents sock-shredders and spouse-slicers.
- 3.** Use an orangewood (cuticle) stick to gently clean under the nail! Nothing says sexy like a chunk of funk wedged at the side of your nail.
- 4.** Use a foot paddle in the shower on rough heels. GO EASY, you're not sanding wood. The paddle should look like...well, a paddle...with sandpaper on both sides.
- 5.** Use a good foot moisturizer. They don't come any better than Footlogix.
- 14.** Jeepers Creepers, get some eye-lube for them peepers. All the squinting you do in sunlight (even with sunglasses) helps create expression lines. Go for a light cream or gel, nothing heavy.

Keep it in the fridge for an extra calming boost. Use it at night!

**15.** Lastly, do yourself some lip service. Get a really good lip moisturizer. No, ChapStick, et al, are not allowed. An SPF is not necessary, as you can use your regular face-appropriate SPF underneath. You need to keep your lips nourished!

With the spring and summer months looming, it's important to remember that what makes you look good today may do more harm than anything else down the road!

Ask yourself about the future skin you want, and care for it now. If you can get over your incessant fear of spas and dermatologists, get your skin examined at least once a year.

A few easy steps today will have you looking hot for years to come.

# Happy Summer!

Daniel Francoeur and Robb Gorman are the duo behind Ottawa's Bode Spa, one of the country's leading spas for men. Both travel the continent, teaching professionals about the virtues of male grooming and skin care. For more information, visit [www.bodespa.com](http://www.bodespa.com).