

# Homme

## IMPROVEMENT

You can remodel him. You have the tools to build him into the perfect specimen. Sharper, cleaner and sexier than ever before.

Lynne Luciano, author of *Looking Good: Male Body Image in Modern America*, laments, "...Look at America's historical heroes—cowboys and frontiersman who didn't give a damn how they looked or what people thought of them. That's what we should value...not fussing about ourselves."

Lament away, Ms. Luciano. The **male sex symbol with the etched face and steel gray hair is as dead as the Marlboro Man**. So are metrosexuals, for that matter. In their stead are übersexuals who may not ask if their butt is too big, but still make sly, sideways glances in the mirror to ensure that it stays in check. **Übersexuals** are überpremium salon clients who are committed to uncompromising quality in all areas of their lives—including the services they receive at the hands of their stylists and the products they use. Even mainstream sex symbols like Russell Crowe fancy facials and wouldn't dream of leaving home without their signature mussed looks. Becoming gender benders of mammoth proportions, **manly men who meticulously groom their hair, skin and nails are the new male sex symbols**. Ah...there can never be too many men like Russell Crowe. —Amy Dodds and Jeryl E. Spear



### Star-Worthy Men's Hairstyling Products



Designed for guys with little time (or patience), **Matrix Men Style Power Styling Shampoo** uses a patented style control agent to clean, condition and style all in one shot.

To add fullness without stiffness, **Philip Pelusi P2 Roots Texture Groom For Men** controls and adds shine to hair without weighing it down.



## ▶ Sexy Shag

He's dirty (but not filthy), he's cool (yet hot), and he's unkempt—but still sexy! While ladies may not care what Matt McConaughey is using (or not), easy-to-use grooming products can make your lads appear ultra steamy—without looking like they tried at all.

With 90 percent of American and European men reporting that good grooming is very important to their personal and professional success, the use of male grooming products is at an all-time high.

# Dapper Dans

These guys are true gentlemen that exude sexiness, sophistication and grace. **Men want to be like them; women want to be with them.** When a cool customer like this walks though your doors, win him over with these products.



**George Clooney**



**Daniel Craig**



**Matt Damon**



Winning *People's* "Sexiest Man Alive" title twice, **George Clooney** is more than just today's Cary Grant. To replicate George's swoon-worthy looks, try **American Crew Tea Tree Pomade**, which offers ultimate control and sheen to thick hair while leaving it tamed and frizz-free. For gents on the go, suggest **Goldwell For Men Refreshing Gel Shampoo for Hair & Body**, which uses natural glucose to provide shine and volume while leaving skin clean and refreshed.



He's hot. He's sexy. He's the new blond Bond. To emulate **Daniel Craig's** dashing looks, check out **American Crew Tea Tree Shampoo Moisturizing Cleanser**, which restores and conditions dry scalp while leaving hair shiny. Perfect for cropped cuts, **Graham Webb Brit Style Whipped Wax** contains beeswax and palm to sculpt and shape shorter styles with light, smooth hold.



In *The Good Shepard*, **Matt Damon** embodies the classic film noir hero. Recreate Matt's look using refreshing **Goldwell for Men Power Gel Extreme** for long-lasting hold and brilliant shine. To create a smart yet mussed-up style, try **Redken for Men Disrupt Remodeling Fiber Gum** to provide strong hold and natural sheen.



Photos: George Clooney: Steve Granitz/WireImage.com; Daniel Craig: Han Myung/WireImage.com; Matt Damon: Brian Ach/WireImage.com

# Everyday Men

Ladies may drool over hunks that are buff and tough, but they love lads who are **down-to-earth** and never take more time getting ready in the morning than they do!

While **Patrick Dempsey's** tough-to-manage hair has caused him some frustration ("It's my biggest asset and my biggest flaw," he admitted in *People*), there are solutions for guys with loopy locks. Thickeners in **Matrix Men Energel Flexible Styling Gel** create clean texture and a flake-free finish, while **Paul Mitchell Tea Tree Grooming Pomade** has a softening formula that's excellent for wavy or curly hair.



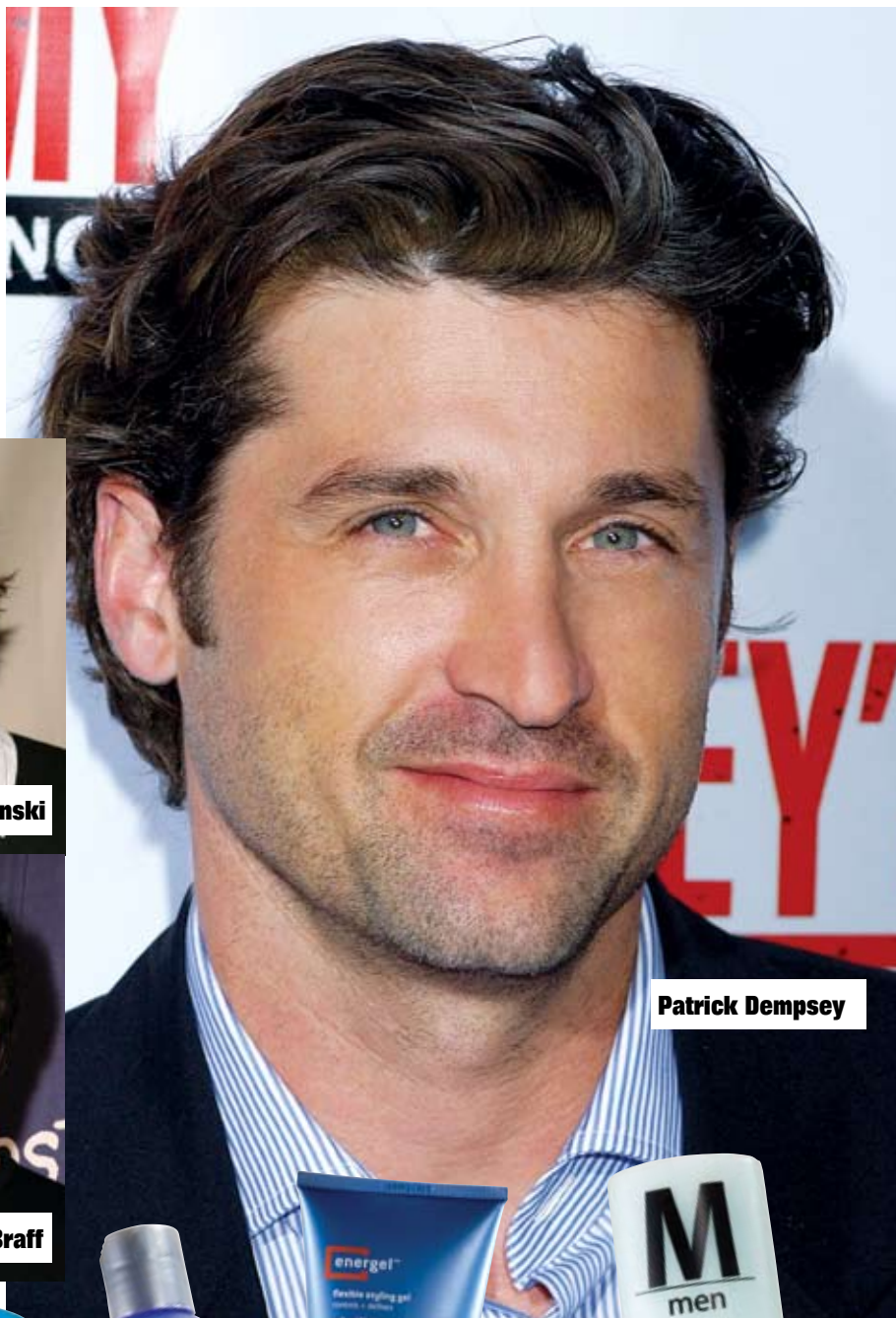
John Krasinski

Guys like *Scrubs* cutie **Zach Braff** don't have a lot of time to master their tousled, bed head look, so simple, easy-to-use products—and possibly a hairnet (a helmet that has extra room so he doesn't mess up his 'do)—are a must! For guys who can't spend more than five minutes getting ready, multipurpose **Joico I-C-E Triple EFX 3-in-1 Shampoo Conditioner Body Wash** is a lifesaver. And what guy has time to dry his hair? **John Amico Men Mega Hold Gel** dries naturally to provide control and shine.



Zach Braff

**John Krasinski** is definitely the hottie next door (or should we say cubicle?) in his role as Jim in *The Office*. Recommend these products to your Everyday Joe. (And tell him to get the girl, for heaven's sake!) **Schwartzkopf Professional OSiS Curl Liquid** provides flexible hold for wavy hair while adding volume and definition. Perfect for funky styles like Jim's, **Johnny B. Gel** adds shine without weighing hair down.



Patrick Dempsey



Photos: Patrick Dempsey: Gregg DeGuire/WireImage.com; Zach Braff: Alberto E. Rodriguez/WireImage.com; John Krasinski: Jesse Grant/WireImage.com

## Face Value

Women using skincare products designed for them is fine. As for men... well...remember the scene in *Psycho* when Norman Bates slathered his mug with mother's face cream? To avoid role-playing this ghastly scene, **masculine cool** is what the testosterone-laden crowd wants in their personal care products.

With **key ingredients** such as alpha hydroxy and beta hydroxy acids, **MenScience Advanced Face Lotion** helps repair damage while vitamins A, C and E dramatically **increase moisture and elasticity**.

Perfect for a winter-weary lad, **Amenity The Balm** is chock-full of willow bark extract to exfoliate, panthenol to condition and rutin to even skin tone, **leaving his skin hydrated** and reenergized.

Having a problem with **dry, flaky skin**? Use **Mensgroom Scrubbed the Right Way Facial Scrub** just three times a week to gently exfoliate those annoying dead skin cells.

Prevent premature "lines of distinction" with **Issimo Guy Gear Gush Protective Face Moisturizer**, which is free of color, fragrance and petrochemicals and helps skin stay healthy.

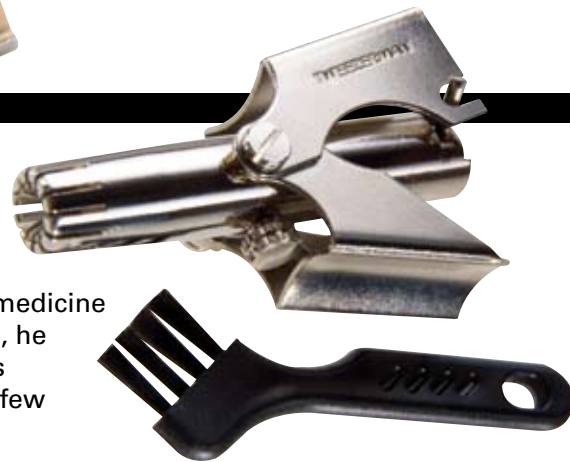


## Dirty Little Secrets

Little black book by the phone and nose-hair clippers in the medicine cabinet? The well-groomed man knows that to be successful, he needs his dirty little secrets—products and tools that take his looks from Average Joe to GQ Stud. We've rounded up a few faves for your discerning gentlemen.

Got nose hairs? Trim them away easily and painlessly with **Tweezerman Nose Hair Trimmer**. The tool's sharp cutting blades twist to cut the hair and never come in contact with skin.

Dome seeing the light of day? **XFusion Keratin Hair Fibers** immediately give the appearance of a **thicker-looking mop** by filling out existing hair. Use it with the **XFusion Hairline Optimizer** to avoid straight lines and prevent fibers from falling onto the forehead. Each product in **Nioxin Scalp Treatment Thinning Hair System 6** is specially formulated for **coarse thinning hair**. These daily scalp treatments deliver essential nutrients, antioxidants and proteins to help safeguard against environmental assaults and DHT buildup on the scalp.



# Shaving Grace

Unlike womankind who fret over blotchy skin and fading makeup, **men see their faces through their beards.** “Is my skin red today?” “Do I have bumps on my neck?” “Do I need to shave?” Banish bumpy mugs and soothe shaved skin with these grooming products.

The certified-organic blend in **Issimo Guy Gear Face Art Glide Shave Emulsion** allows for intricate shaving on the face—and even scalp—sans burn or irritation.

Even guys who use an electric razor need some prep work. **Clubman Shave Club Electric Shave Primer** sets up skin for shaving without oily or greasy residue.

Ideal for all skin types, **ilike for Men Black Exfoliating Wash** can be used as a daily cleanser, before shaving to soften stubble and as a replacement for a shaving cream. Made with lavender extract and flaxseed oil, the formulation is designed to reduce hair follicle inflammation and irritation.

Specially formulated for African-American men, **Guy Stuff Aloe Shave Gel** is greaseless, conditioning and protecting, while providing a close, comfortable shave.

**Phyto Derivatives** such as mallow, oatmeal, geranium, honey and aloe vera soothe, protect and tone skin while softening whiskers for an easy shave in **Philip Pelusi Phyto Life Shave!**



Does the **moustache match the mop?** If not, check out **Master Well Comb Co. Master Moustache and Beard Groom** to blend away white whiskers.

Been date-free way too long? Just spritz **Woody's Body and Laundry Deo Spray** on your person (or your dirty laundry) to make the ladies swoon—it's enhanced with Pheroxene, a complex of **natural essences and human pheromones.**

**Need a little tint** this winter? **H/E Minerals Kit** from Iredale Mineral Cosmetics includes the Bronzer to cover blotchiness, the Lip Balm with SPF 15, a Facial Brush and Wash Glove, all conveniently contained in a masculine navy travel bag with magnetic clasps.

