

Why mens skin care is important today

Mens skin care is often an over looked aspect of mens health. In the past using a moisturizer, exfoliator or specialized face product or lotion was considered to be feminine. Women for years have had many large companies creating and improving many different kinds of skin care products designed specifically for women's skin. These products include face washes, Exfoliating formulas, Face Scrubs, Moisturizers, Skin Toners, specialized shampoos and conditioners and many more. For many years the only products made for men were shaving cream, aftershave and hair product.

Fortunately a lot of things have changed in the past 15 to 20 years. A few companies have spent many countless hours designing products specifically made for a mans skin and for men's skin problems. These companies have created face washes, shaving creams, moisturizers and other skin related products that work with a mans skin to solved mens skin care problems.

Men have evolved in the past 20 years to become more in tune with style, fashion and the desire to look there best at all times. Gone are the days of throwing on some jeans and a flannel shirt. Guys these days need to look there best at all times for there jobs, to attract possible mates and to have the self confidence every guy wants and needs.

Why wouldn't a man just buy the stuff they have at the supermarket? The stuff at the supermarket is manufactured by large companies that's main goal is to gain more market share in this ever growing industry. While there labels have gotten fancier and flashier, it's basically the same \$0.99 shaving cream with a few extra buzz words added to the packaging. The difference in high end mens skin care companies, such as Amenity, Jack Black, Barc and Billy Jealousy are they use high quality expensive ingredients that are tailor made for your skin. These companies have spared no expense to create the best products on the market.

I have personally used many of these fine products for many years with amazing results. I used to have extremely dry skin on my face and arms especially. I started using a higher quality shaving cream, which I found left my face feeling much smoother and with less irritation. After shaving I would use an aftershave product, which really soothed my face and left it feeling amazing. I would let the aftershave dry and then I would apply a face moisturizer with SPF 15. The moisturizer really left my skin feeling soft and moisturized. I noticed immediately that my face did not have that tight dry face feeling. I got comments from coworkers the very first day that my skin looking much better. I was really shocked that a few products could really make a big difference.

The bottom line is that men are expected to look great all the way into old age these days. A youthful look is becoming ever more important for the workplace, dating and social life. The best way to keep your skin and appearance looking youthful and healthy is to use high quality skin products that are designed for your skin, not your moms. Unless you want to spend thousands of dollars later in life on expensive dangerous plastic surgery and face lifts, you need to take care of your skin now.

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