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adidas Equipment men's line - performance, comfort and style for the active male professional

Last fall adidas launched Equipment, its new performance driven men's line that combines sophisticated style with high quality. Equipment, or EQT, stands for comfort and craftsmanship that fits the needs of the 25+ male professional both in and out of the gym. The EQT Lateral sports shoes will keep Columbus men looking hot for their run in Goodale Park this summer, while the EQT gym shorts and EQT logo T-shirt will keep them looking hot everywhere else. The collection just became available in time for Spring & Summer and can be found at www.thestore.adidas.com.

HeadBlade is reinventing scalp-shaving with the most aerodynamic razor to ever touch your head. With wheels in the back and a pivoting blade, all made of stainless steel, this sleek razor even has a ring that fits over your finger for a more secure shave. The matching travel case will protect your razor on your hottest summer vacation, and it comes with HeadSlick, the world's first shaving cream formulated just for your head. You can find HeadBlade at Walgreen's across Ohio and online at HeadBlade.com.



Alchimie Forever, Swiss skin care creator, Ada Polla, is sure that Columbus men are as concerned about their wrinkles as Columbus women. Daughter of the Swiss doctors who developed Alchimie Forever's skin care line, 27-year-old Ada is bringing one of the first anti-aging formulas made specifically for men. The Age Defying Serums contain anti-oxidants that help brighten, smooth and energize men's skin. Lights On/Lights Off Royal Cream Moisturizer fights free radicals and diminishes the appearance of wrinkles. For more age defying creations for men, visit alchimie-forever.com



-Tara Hinkhouse