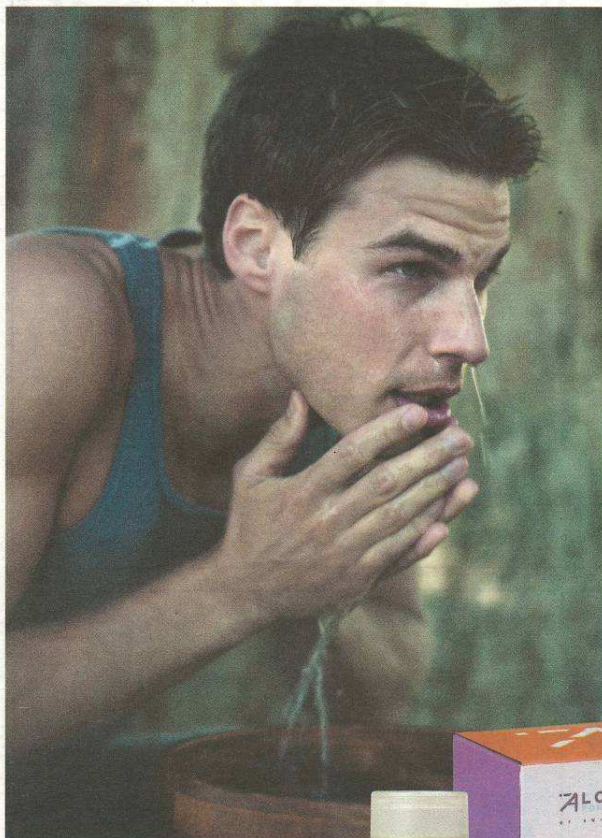




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WHAT GUYS WANT

BEAUTY



THE  
**SKIN**  
HE'S IN

SKINCARE TIPS FOR GUYS

BY ALEX PENCE

When it comes to the average male's list of priorities, skin care usually falls just above catching the newest installment of the *Twilight* series. However, all the bromantic time a man spends outdoors playing pick-up basketball or Ultimate Frisbee takes a toll on his face.

"A man's No. 1 enemy is the nuclear ball of energy in the sky," says Aidan Gill, owner of barbershop **Aidan Gill for Men** (550 Fulton St., 566-4903; 2026 Magazine St., 587-9090; www.aidangillformen.com). "Men hunt and fish constantly with no regard for protecting their skin, so all of a sudden they turn 50 and are stuck dealing with skin cancer, wrinkles and other unpleasant side effects."

For macho men who prefer to avoid looking as leathery as the footballs they're so fond of throwing around, Gill recommends Alchimie Forever 4H Royal Cream Moisturizer (\$55).

"Men naturally exfoliate while shaving, so hydration is really key — moisturizer with SPF and intense masques will do the trick," says Jeanette Netherland, an aesthetician at **Duke Morgan The Spa** (3607 Magazine St., 309-9394; www.dukemorgan.biz). Her favorite masque is Dermalogica's Multi-Vitamin Power Recovery Masque (\$49). For guys suffering from dry, chapped lips,

Netherland recommends Juara sweet black tea lip treatment (\$25) or Ellie Mae lip balm (\$10), both available at Duke Morgan.

**Paris Parker** (citywide; www.parisparker.com) offers Aveda products, which are unisex and a favorite among male clientele. "I swear by the Aveda Lip Saver (\$8.50)," says Tina Nguyen, a representative at Paris Parker's corporate office. "It's like a miracle stick. It can also be used on cuticles to keep them in good condition." For dry, ashy skin, Nguyen suggests Caribbean Therapy Body Scrub. "It gets rid of dead skin cells, making lotion adhere to the skin and work better." If hands and feet are problem areas, Nguyen advises clients to try Aveda Hand Relief and Foot Relief (\$20 each). **EW**

FOR MALE SKIN, HYDRATION IS ESSENTIAL. IMAGE COURTESY OF AVEDA.

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AVEDA LIP SAVER, \$8.50 at PARIS PARKER.

ALCHIMIE FOREVER 4H ROYAL CREAM MOISTURIZER, \$55 AT AIDAN GILL.

