

Skin & Tonic

The new face of skin care



Want great looking skin? Then forget 'one size fits all' grooming regimes and check out the new look – Clinique Skin Supplies For Men range instead. With 24 different products (including seven brand new ones) it's the only range to offer custom-fit solutions to all your skin care problems.



What's the best way to get a really smooth shave?

For a chin smoother than a James Bond chat-up line, follow this five-point plan:

- **Shave after a shower.** As well as softening your beard, all that steam will also open pores, ridding your skin of impurities. Use the new Clinique Liquid Face Wash to help the cleansing process along.
- **Lather up.** Apply a small amount of Clinique M Shave Aloe Gel to your face, working against the direction of hair growth to ensure maximum lift and coverage. Then leave for a few seconds to let the hairs soften.
- **Be gentle!** Shave with light strokes, letting the razor do the

work, and follow the direction of hair growth – that way you'll avoid razor burn.

- **Leave the tough bits until last.** Since the toughest whiskers grow on the chin and around the lips, leave these areas until last – that way they'll have had more time to soften up.
- **Soothe and protect.** After rinsing, soothe and moisturise your skin with one of Clinique's three post-shave products. Use a little Post-Shave Healer if you have easily irritated skin; opt for the Post-Shave Soother Anti-Blemish Formula if you have blemish-prone skin and go for the new Beard Control Formula if you want your face to look smoother for longer.

IS THERE A WAY TO PREVENT FIVE O'CLOCK SHADOW?

You can't prevent stubble growth altogether and you probably wouldn't want to (after all, you never know when you might want to grow that comedy beard), but thanks to the advanced technology in Clinique's new Post-Shave Soother Beard Control Formula you can make your stubble less noticeable. It uses liquorice and plant extracts to thin the individual hair shafts, making them easier to shave and also reducing your chances of looking like Desperate Dan. It helps heal nicks and cuts and prevents unsightly razor bumps too, and don't forget – for a closer shave, use Clinique's winning Face Scrub.

DO I REALLY NEED TO USE A MOISTURISER?

If you fancy your chances in the Men's Health Cover Model 2005 competition, you do! Pollution, air-conditioning and dehydration disrupt the skin's protective lipid barrier, leaving it feeling tight, dry and itchy and also speeding up the development of wrinkles. Luckily, preventing these problems (and protecting your looks) is a cinch – you just need to make moisturising part of your daily grooming routine. Clinique's classic M Lotion is the perfect moisturiser for normal skin, and the new M Gel-Lotion is great for oily skin.

CAN I PREVENT WRINKLES?

The first step is to stay out of the sun. The second, easier option, is to keep skin properly hydrated with new Maximum Hydrator. Not only does it give dry skin an instant shot of moisture, it also helps reduce the appearance of fine lines by firming and strengthening the skin.

QUICK FIX

Next time you notice an oil-slick around your nose or shiny patches on your forehead apply Clinique's new Oil Control Hydrator. Designed to mop up excess grease and minimise pores, it leaves skin with a smooth, matte finish and can be used as a daily moisturiser or as an instant, on-the-spot fix before important dates or meetings.

To enter the cover model competition, which Men's Health is running in association with Clinique For Men, – turn to page 134. Boost your chances by starting your new skin care regime today.

Need some advice?

Want a grooming routine devised to meet your skin's unique needs? Need answers to your grooming questions or fancy trying samples of the new Maximum Hydrator or Oil Control Hydrator? Then come have a chat with one of Clinique's skin care experts. They now advise more men than ever before, a consultation takes a matter of minutes and you'll also get the chance to try out the Skin Supplies For Men range for yourself. Just turn up at a Clinique sales counter. For more information or to find your nearest Clinique outlet go to www.clinique.co.uk. To enter the Men's Health competition go to www.menshealth.co.uk/model