



by Ryan Anderson

skin|how to

shave the modern man

Approximately 10,000 years ago, men shaved with sharp rocks and animal fat. We've made a number of technological advancements since then, but a recent survey reveals that a majority of men still wash their faces with bar soap, shave with canned cream, and finish with a splash of alcohol-based aftershave. *Ouch!* It's time to show male clients how it's done in three steps: prep, shave and protect.

1. The prep

Men have slightly thicker and oilier skin than women, and it has a greater tendency to get buildup, dirt, oils and dead skin. This happens daily, and therefore, it's important for men to frequently cleanse their faces.

Prepping should be done in the morning just after a shower, when warm water has softened the skin. For those who don't shower in the morning, a good amount of warm water splashed on the face and neck areas will do. A good-quality cleanser will exfoliate the face, remove dead skin, and oil and grime, and provide a smooth surface for the razor. The exfoliation also makes the hair stand up for a closer shave during each pass of the razor. Prepping takes no more than 60 seconds, but it can prevent cuts, nicks, razor burn irritation, and ingrown hairs.

2. The shave

A high-quality shaving cream should be applied after prepping. One of the drawbacks to a drugstore product is that the pressurized cream often goes on extremely thick. A high-lather cream will quickly clog the spaces in between the blades, which leads to cuts and missed spots. If skin is more

The right shaving cream can spare the client from cuts and nicks. Choose a low-lather cream that does not clog razor blades.

sensitive than normal, or the beard is very heavy, a pre-shave oil is helpful. This will add an extra layer of lubrication, while it also increases the life of those expensive razor blades.

3. The protection

After shaving, it's important to soothe and nourish the newly exposed skin. This should be the final step in achieving clean skin, a close shave, and soothing finish. Selecting an aftershave product that contains natural ingredients like aloe vera, jojoba oils and vitamin C, will ensure that the face is calm, cool and protected.

Finally, it's critical to protect skin from sun damage. To save time and

money, select a moisturizer that contains sunblock with an SPF rating of at least 15 or higher.

Prevent your client from looking like "Scarface" with these additional, helpful how-tos:

Invest an extra minute: Taking time to shave and using the right gear can prevent tough, cross-grained and ingrown stubble, a frequent cause of razor bumps.

Avoid razor burn: Shave a small area, with the skin pushed rather than pulled, so that the hairs stand up. Use gentle, quick, tiny strokes going with the grain. Don't press the razor against the skin; it'll do more damage than good.

Watch yourself: Don't shave without a mirror. A steam-free magnifying mirror is a client's friend, wherever he shaves. Use fingers to double-check for missed patches, particularly at the side of the neck, on the chin and most crucially, that dent between the nose and upper lip. ■

Ryan Anderson is the CEO of MOXIE for Men. Anderson started in the spa industry in 2003 when he opened the first exclusive men's spa in Southern California. He has developed training courses for selling skin care and spa products to men. For more information regarding MOXIE for Men or to contact Ryan Anderson, visit the website www.moxieformen.com.