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More men pampering their skin

Times wire report

SAN DIEGO- Men, do you have a secret you're keeping from the women in your life? When she is not looking, are you dipping into her skin care products? If so, you're not alone. Men often try women's products behind closed doors.

"Men see what proper skin care does for women," Dieter Kuster, founder, CEO and senior chemist of CA Botana International, Inc. said in a news release. "They don't want to age any more than women do. They want to look as good as they can, as long as they can. In the past, this was a mostly feminine ideal. As it turns out, though, real men really do take care of their skin."

Personal care is a growing concern for men. Statistics show that men in the United States are spending more than \$4 billion a year on grooming products.

When being introduced to healthier skin care, Kuster says, men should keep to the essentials:

- **Cleanse:** For shower time, use a shower gel that cleanses, rejuvenates with a masculine scent and lightly moisturizes. For facial cleansing, stay away from soap, which dries out skin.
- **Shave:** Wet shaving, which adds moisture and slight exfoliation, is better for skin than dry shaving, which leaves the skin in a more scaly condition. Kuster recommends using a natural shave cream that doesn't use artificial ingredients.
- **Toner:** Replace your after-shave with a kinder, gentler toner. After shaving use an alcohol-free toner to remove shaving cream residue, tighten pores and help your skin recover from having a razor dragged across it.
- **Moisturize:** Historically, men haven't been good about moisturizing their skin, but light moisturizer that normalizes oil production and minimizes moisture loss is essential to proper skin care.
- **Screen:** Protect your skin against UVB and causing UVA sun rays at all times by using moisturizing products that have SPF protection.
- **Scent:** Maybe you're still using an old favorite, but it's time to try something new. Look for clean and sexy scents with the herbal scents and spicy nuances.

Information: www.ca-botana.com or (800) 872-2332.