

Dedicated team of qualified male aestheticians and therapists from Face Of Man

What Men Need!

ASK THE BEAUTY KINGS

Never mind drinks spilling words, how much can you tell about the average guy from his face? Is it baby bottom smooth or does it give Pizza Hut a run for its money? Is it groomed or gruesome? And what is the state of play as regards male grooming in Singapore.

To get the answers to these questions, we went down to the largest male grooming salon in town, Face of Man, to get the lowdown from director Adam Chua (Standing 1st from the right). So - all you female other halves and interested guys - here is the info:

How far do the Singapore men go these days to look good?

Well, appearance is pretty important, as we all know. The average Singaporean would go as far as getting a smooth, clear skin, treating blemishes, plucking the odd eyebrow but steer clear of full make up and foundation, unless you are a TV presenter.

The gym and the pool are the two places guys most want to look good in. Other situations could be in business - where guys who handle important cheques or show off their hands want to be manicured.

Sometimes guys even tolerate the ant bites of blackhead extractions - no pain no gain in their view. There is no way of getting rid of them painlessly - anyone who is told differently is being taken for a ride.

What kind of products are used most often?

There doesn't seem to be a typical range of skincare products used by guys - many just dive into their other half's bag and swipe something from their girlfriend or spouse. But the truth is that they are never ideal for men's skin. Male skin is different due to the thicker outer layer (dermis) holding more collagen and oil glands. This explains two things: men having more skin problems in the tropics than females but ageing less fast, since females have less collagen (skin protein). So the oft-heard quip about "men having thick skin" is true, at least in the biological sense.

Many mens' products are not suitable in Singapore's climate, being more suitable for a temperate environment (e.g. Europe). At our salon, we are the sole supplier of skincare products which are ideal for the tropical climate - stronger for thicker skin, oil free (non comedogenic) meaning that pores will not be clogged. This will help the 7 out of 10 Asian men who suffer from clogged, oily and sensitive skin. More information on all our products is available at our web site: www.faceofman.com.sg.

What tips would you give the average guy?

I would recommend the 'S' formula for their lifestyle and the MAC diet, which has worked well for my clients up to now. (more info to follow).

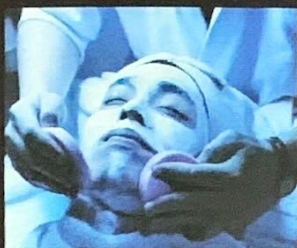
Anything else to say on the subject of male grooming?

Yes - think of it like this. A well-groomed appearance gives you the confidence and success both socially and professionally in today's affluent lifestyle of the modern man. The image of success is what all men crave for now.

Men have thick skin - women are right in the biological sense!

Men tend to be more comfortable with male aestheticians as we relate better to their needs than women. After all, their expectation of us is higher since when men talk in a funny way, it is silly but when women do so, it is "cute".

No men tend to share what they have done "I just went for a facial session" and there is little word of mouth publicity. In fact, they seek solutions through the web. That is the main reason behind our web site: www.faceofman.com.sg - which is daily advertised in the newspaper, Today etc.



Do female partners and wives raise any eyebrows when their guy wants to go for grooming?

Most of them don't mind their guy going for skincare at all. The reasons are as follows:

- 1) They do appreciate the guy putting in effort on his appearance when they try very hard to look their best.
- 2) They want to feel that their guy has a "well looked after" appearance from his loving other half!

On the other hand, those who are against it may worry that their guy may end up in the hands of a better looking female beautician and this may prove a threat to some sensitive spouse or partner.

For our salon, with only male aestheticians, these fears disappear. They know we are serious professionals and there is no chance for a female beautician to get too close to him!

"HAVE A BREAK, CHIT-CHAT WITH THE STARCHAT DJs! CALL 1900 912 1238! Every Mon-Fri Nite 8-11pm"

➤ "Hi! See you tonite!"
Starchat DJ - Ezrin

