

# Men's Self Care

SKIN CARE | HAIR CARE | VERSATILE STYLE

## SELF CARE

Self-care is important.

Having a healthy relationship with yourself directly affects your relationship with your environment. Caring for yourself helps you feel confident, boosts your self-esteem and should be high on everyone's priority list – **you too, men**. Long gone is the stigma that bubble baths and skin care are only for the ladies. Here are a few tips to help you establish daily routines to look and feel your best!

## SKIN CARE

"Skin care routine" has an intimidating connotation. You might picture a cabinet filled with products and creams with no idea where to start. Truth is? It's much simpler than that.

Achieving an easy skincare routine that works starts with these three steps: cleanse, moisturize, and protect.

### Cleanse

Regular hand or bar soap won't cut it. Harsh soaps like hand or body wash can strip the skin of essential oils and leave behind dry and dehydrated skin. Try using a gentle non-comedogenic cleanser and wash with cold or lukewarm water (never hot). For acne prone skin, opt for cleansers containing benzoyl peroxide, or AHA or BHAs such as glycolic acid and salicylic acid.

### Moisturize

Moisturizing is essential to keep skin looking young and fresh. Exfoliating once a week (shaving, using scrubs or chemical exfoliants) is a great way to remove the top layer of skin that can contribute to clogged pores and discoloration. Moisturizing should be done daily immediately after cleansing. Finding the right product is all about knowing your skin type. Combination to oily skin will require a lighter moisturizer that is oil-free. For dryer skin types, look for creams that include mineral oils, hyaluronic acid or glycerin.

### Protect

Never leave the house without SPF. Using at least SPF 30 (even on cloudy cold days) can protect your skin from harmful rays that can cause early aging. While we may remember to put SPF when spending time outdoors to prevent burns, it's important to make a habit of applying it daily to ultimately delay collagen loss and prevent age spots.



## Hair Care

Let's talk hair.

While a simple visit to the barber (or getting familiar with your own clippers) helps you achieve a style that suits you, scalp and hair care upkeep is equally important. The best cleansers for men are gentle sulfate free varieties. Try to refrain from shampooing daily as this can also dry out the scalp, removing essential oils that keep hair strong. Remember to rinse with cold water, use conditioner, and BE gentle when styling (no tugging)..

# OFFICE GUY TO EDGY GUY- ESSENTIALS FOR A SEAMLESS TRANSITION.

After countless meetings and catching up on emails, you may not have time to go home and get ready for happy hour. Your after-work plans are meant to help you unwind and take a break from the office – you want to transition from your corporate persona visually and mentally.

Here's how to transition with versatile articles of clothing, while not having to pack your whole wardrobe!

Below are some examples of the "swap method" (changing one or two pieces to elevate or relax the entire look).

## Example Swap

- Keep blazer or sport coat
- Swap dark denim for cotton chinos (or slacks)
- Swap wingtip (or dress shoes) for sneakers
- Swap polo for button down (for a dressy night out) or for a solid white t shirt



## Example Swap

- Keep suit for interchangeability
- Swap sneakers for oxfords (or other dress shoes)
- Swap polo for a button down
- For a more relaxed look, swap slacks for dark fitted denim

\*\*Cashmere/cotton sweaters offer versatility as well. Dress them up over a white button up or wear them solo with denim for a relaxed look.