

## Skin Care for Men

A basic skin care routine should be the daily procedure for any self-respecting man. Skin care helps to make you look and feel better and can prevent premature ageing of the skin. It is not vanity, just simple, general maintenance the same as brushing your teeth and washing your hair.

### Get your own!

Dipping into your partners pots of cream and facial washes is not an effective way to take care of your skin, get your own, because men's skin is different and needs a different level of care. Men's skin has a thicker epidermis (the top layer of your skin), men have thicker facial hair and, crucially, men's skin produces more oil – the cause for blocked pores, blackheads and spots.

Follow the basic steps which will take you a long way towards well-groomed, healthy skin.

If you have very problematic skin, you should consult our therapists for more advice.

### Step 1

#### Daily Cleansing



*Shower gel just will not do the job!  
Soap will block your pores and dry your skin.*

Get an instantly clean face with this Guinot Facial Cleansing Foam. It will give you a fresh sensation that invigorates your skin whilst removing impurities, leaving your skin smooth with refreshed with a healthy glow.

Guinot Nettoyant Visage is ideal for everyday use and all types of skin.

Directions for Use:

- Apply to your wet face
- Lightly work into a lather and rinse
- Use every day morning and night

### Step 2

#### Daily After Shave Balm



*Actually it's a moisturiser!*

After shaving give your skin instant comfort and well being, whilst reducing redness and eliminating nicks. Guinot Moisturising & Soothing Aftershave Balm will leave your skin in perfect shape throughout the day.

This Guinot balm calms your skin after shaving, leaving it hydrated and fresh. It also mattifies the skin preventing oily 'shine'. It protects your skin from the ravages of pollution and daily environmental stresses. It should be used daily even if you do not shave every day.

Directions for Use:

- Use after shaving or daily
- Apply liberally to your entire face

### Step 3

#### Daily Eye Gel



### ***Banish all signs of a late night***

This luxurious oil-free gel will give your eyes an instantly refreshed feeling. Guinot Tres Homme Defatigant Express Yeux will leave you looking and feeling uplifted, while substantially reducing under eye puffiness. The combination of active ingredients and the light texture will diminish dark circles and smooth fine lines around your eyes.

Directions for Use:

- ❖ Use morning and evening
- ❖ Gently massage the gel around the eye contour, avoiding the lids and immediate eye area
- ❖ Apply using light outward strokes

## **Step 4**

### **Weekly Exfoliation**

#### ***Buff away dull, dead skin cells***



Restore a healthy looking complexion and smooth your skin's surface with this Guinot Facial Exfoliating Gel. It eliminates impurities and imperfections, making shaving easier. It contains Microspheres to effectively cleanse and buff your skin, leaving it refreshed and healthy. Guinot Gommage Peau Nette is suitable for all skin types.

Directions of Use:

- Apply over your damp face, avoiding your eye area, eyebrows and hairline
- Massage in light circular movements
- Rinse thoroughly
- Use once or twice a week before shaving, on clean skin in place of your facial wash.