

The Hottest Beauty Trend Isn't for Women: It's Skin Care for Men

 by: Donna Monday Not too long ago, it used to be that when a woman brought home her facial scrub, cleanser and toner, she could be sure that the closest her man got to them was reaching over those fancy jars for his can of shaving cream. Not any more. In recent years, men have been secretly dipping into their wives and girlfriends skin care products and liking the results that they see. So much so that many companies are developing skincare lines just for men. And men are flocking to these skin care products in droves. Statistics reveal that men in the United States are spending over \$4 billion a year on grooming products. Skin care for men is growing in popularity among ethnic men as well. Ethnic men spend \$88 million on skincare products. There is no sign of this trend slowing down. One main difference between skin care for men and women is ease of use. While women may be willing to go through several steps in their beauty regimen, men like their regimen to be quick and easy. One, two, three and they're out the door. Keeping it simple doesn't mean skimping on quality. Men are looking for high quality skin care products just like their female counterparts. MaleFace is a good example of high quality men's skincare. For more information on male skin care visit:

<http://www.1-minute-beauty-diva.com/FaceAMansSecret.html>

About the Author

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