

# Your *Guyde* to Good Grooming



a full service salon for guys

## Featured Service: Back to Basics

Summer brings long weekends, warm weather and a relaxed environment. American Male wants you to slow down a bit and take you back to the basics of grooming. It's the summer - everyone needs a break!

Read on to see how you can still look great, but without a lot of effort - after all, isn't that what the summer is all about - relaxing.

Keep it simple and still look great this summer. Here are some basic tips to help you keep your appearance in tip-top shape while you are enjoying long weekends in the sun.

### Half-Baked

While the sun makes us feel all warm and fuzzy on the inside, it does nothing but harm to our skin on the outside. The sun's damaging UV rays cause premature aging and can put you at risk for developing skin cancer.



Now, we don't want to rain on your parade, so here are some basic suggestions on how to keep your skin healthy.

- Always use a sun screen with SPF 15 or higher
- Avoid over-exposure to the sun
- Keep your face clean

Believe it or not, your skin isn't the only thing that gets damaged by the sun. Your hair is vulnerable to the same harsh treatment.

### Deep Fried

The UV rays break down the keratin proteins, making our hair weaker, dried out and making hair more likely to break. You don't have to wear a hat all the time, but be sure to put some sun screen on your hair or look for shampoos and conditioners that protect your hair. If you are worried about sun damage to your hair, ask your stylist to recommend a product.

### American Male KOs sun damage

Getting regular haircuts and mini-facials can help improve the look and feel of your hair and skin. The Quality Grooming Experience plus a mini-facial (no extra time needed) will condition your hair and skin.

The Quality Grooming Experience gives your hair deep conditioning while you receive your scalp massage. During this time, a mini-facial can be added to the service where a clay mask is placed on the face, exfoliating dead skin cells and removing excess oil.

This is a basic service that takes no extra time from the routine Quality Grooming Experience, but will do wonders for your skin. Just ask your stylist for more information.

**SAVE 10% on any product containing an SPF ingredient.**

**Offer good until July 1, 2007.**