

Your *Guyde* to Good Grooming



a full service salon for guys

Featured Service: Grooming Regimens – The Face



Want to fool everyone into thinking you look as old as you act? Start a facial skin care regimen and shed 10 years off your appearance.

Step one - is finding the right facial cleanser to suit your skin type. Facial cleanser should not be mistaken for soap – these are two very different products. The skin on your face produces different elements than the rest of your skin – facial cleansers target problem areas that are only produced by the skin on your face.

Talk to your stylist about which facial cleanser will work for you.

Step two – Scrub the dead skin cells off and reveal a brighter you...

At this step, be sure to use a facial scrub (Note: For use once a week). Step two refreshes and revitalizes your face leaving you with a youthful glow.

American Male recommends using Baxter of California Skin Toner Facial Scrub



Step 3 – Tone

Toner is like aftershave, but it doesn't burn – It keeps your pores smaller giving your skin an even appearance.

Try SHARPS Daily Prep Skin Toner

Step 4 - Even if you have oily skin, it's a good idea to moisturize. This is the most essential step if you want to shed those years off your appearance. It keeps the skin flexible in stead of tight and dry.

Try SHARPS Daily Prep Tuning Lotion or Daily Prep Oil-Free Lotion with SPF



Basically Done – Try shaving in the shower. The water keeps the skin wet and the steam opens pores and keeps the hairs soft.

So there you have it – 4 easy steps, plus shaving, and you have a quick facial regimen that can be done once-a-day, after your morning shower. If you're hesitant about using all these products, start out small and gradually add products to your regimen. Hey – Rome wasn't built in a day...

RECAP:

- Cleanse your skin with a facial cleanser
- Once a week Exfoliate with a facial scrub
- Splash some toner on and use a little facial moisturizer
- Shave in the shower when possible

Print this and bring it to your appointment to receive \$5 off a facial grooming product at participating American Male salons

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One per client