

# Your *Guyde* to Good Grooming



## Feature: T-zone or End-zone?

With 30 seconds left on the clock will he score and win it or flounder and be left face down in the dirt?

That's what your face is saying to you everyday!

Think of your skin as your first line of defense – protecting your face from getting sacked with clogged pores, ingrown hairs and deep wrinkles.

Because men's skin is naturally oily, it is essential to maintain a skin care regimen. Men tend to sweat a lot, and when you combine sweat and oil you get extra dirt which can clog pores and keep your skin looking dull and greasy. That's a fumble waiting to happen!

With little time on the clock you can keep your skin clean and clear and help prevent signs of aging. Men's skin care has become mainstream – it's time to actively begin taking a role in your overall health and appearance.

## The Calls to Make:

First identify your skin type.

- Dry – Skin feels tight and lacks flexibility
- Combination – Skin is oily in the T-Zone that is the forehead, chin and area around the nose. This is the most common type.
- Oily – Skin is shiny all over, you most likely have large pores and may experience frequent blemishes.

Next, take possession of the products that will properly care for your skin type including, but not limited to, a face wash, toner and moisturizer.

## The Playbook: Baxter of California

Daily Face Wash – Removes excess oil and dirt without stripping your skin of moisture

Herbal Mint Toner - Cleanses, hydrates and tones with mild herbal extracts. Antioxidants and Vitamins protect skin

Oil Free Moisturizer - Absorbs quickly to restore the skin's moisture barrier, leaving skin feeling smooth and refreshed with a shine-free matte finish

Super Shape with SPF 15 - Moisturizes and defends skin from the harmful effects of the sun and environment

After Shave Balm - Hydrates, soothes and protects skin as it combats the serious dryness caused by daily shaving

\*Information on products care of [www.baxterofcalifornia.com](http://www.baxterofcalifornia.com).

Lastly, execute twice a day (wash face, tone and moisturize) – practice makes perfect!

## Touchdown

**Try out a facial at 50% off!**

Offer good on first time facial service  
Expires Feb. 2, 2007

At participating American Male Salons