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NOVEMBER 2009

Men's Grooming

THE ON-THE-GO AND ONLINE SHOPPING SERIES: VOL 1



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MEN'S GROOMING

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A SPECIAL THANKS TO...



-- Innovative Products Since 1919 --
Wahl Clipper Corporation celebrated its 90th anniversary in October 2009. Founded on the strength of Leo Wahl's patent for the first electromagnetic hair clipper in 1919, Wahl has consistently been a pioneer in the innovation of grooming products.

The State of Men and Grooming

BY: BRIAN BOYE, FASHION AND GROOMING DIRECTOR, MEN'S HEALTH MAGAZINE

THEN V. NOW Remember when the standard bearer for the ultimate guy was James Bond: the Sean Connery version? He was dapper in his classic tux and slick hair, but let's be honest: his face was weathered and he was gray around the edges.

In the past several decades, there's been a seismic shift in the type of man held up as the picture of male beauty. Let's just say he's well moisturized.

All of these men—David Beckham, Brad Pitt, Tom Brady, even the current incarnation of 007, Daniel Craig—are at the top of their game. And they all clearly spend some time in front of the mirror or at the hair salon.

Where men used to coast by using a few simple products—we now exfoliate to remove dead skin cells, hydrate to battle fine lines and wrinkles, and our shave routine is a multi-step process that includes pre-shave oil to help soften the beard.

WHY DO MEN CARE?

From spas and spa services designed specifically for men to countless new and expanded men's-only skincare brands, guys are engaged in looking good in a way that they've never been before. And the

numbers indicate that men are buying into the concept.

In 2000, sales of men's grooming products were robust at \$3.1 billion. In 2010, that number will exceed \$5 billion (Euromonitor International). There are skin type-specific moisturizers, serums, masks, peels, pre-shave this, post-shave that—bolstered by an evolution of the science and technology behind these products.

There are a few reasons why men pay more attention to maintaining our looks now.

1. Women expect more of us. Just showing up isn't good enough anymore. We're more engaged in the concepts of fitness, nutrition and grooming.
2. Today's modern guy—whether he's famous or not—is finding ways to incorporate luxury back into his daily life, in big ways and small. More men are wearing suits and ties again, and we're also buying old school brush and razor sets

and high tech grooming products.

3. The final, critical, factor is that today's workplace is increasingly competitive. Looking young has never been a more valuable asset than it is in the fast-paced, tech-driven environment.

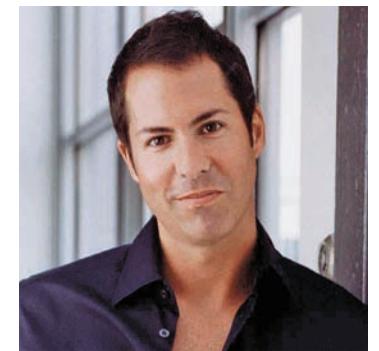
SPREADING THE WORD

The irony here is that although men account for a third of all beauty products used in the U.S., you'd never know it by our conversations. Where women get together and discuss beauty secrets, it's likely to be the last thing guys huddle on. A recent *Men's Health* survey indicates that grooming products are one of the least likely topics to be discussed among men. Yet it's one of the most requested topics for coverage in the magazine.

Along with turning to their favorite magazine, men are increasingly turning to the internet. Savvy brands are creating an active presence online, in a variety of formats, from Facebook to

Youtube, complete with interactive quizzes, how-to videos and contests to engage men in a topic that just a generation ago was a non-starter.

Whether it's to look attractive to women, indulge ourselves in simple luxuries or keep our career on track, our success today is more related to our appearance than ever before.



BRIAN BOYE, Men's Health Magazine

Brian Boye

Men's Health



BBB Uses Standards, Accreditation, and Logo to Build Trust Online

BY: STEVE SALTER, BETTER BUSINESS BUREAU

All relationships are built and sustained by trust, or damaged by a lack of trust. It is true in a marriage, a friendship, or in business. But among consumers surveyed for a recent Better Business Bureau/Gallup Trust in Business Index, trust in businesses has fallen in 13 of 15 industries. Overall consumer trust in business declined 14 percent in a seven-month period. It is no surprise busi-

nesses are working very hard right now and investing in ad campaigns to rebuild customer trust.

Protect yourself when shopping online by doing business only with web sites or individuals that deserve your trust. Finding those trusted online businesses is the key.

BBB helps by accrediting businesses that meet high standards. By definition, to accredit means "to designate officially as meeting

all formal standards," and "to make authoritative, credible or reputable." By conveying a trustmark to those businesses that meet BBB Standards For Trust, BBB helps to identify trustworthy web sites at the point of sale. Over 400,000 BBB Accredited Businesses are listed at bbb.org. They are part of a database of over 3.8 million business reports that include organizations with ratings from A+ to F.

Only BBB Accredited Businesses

are authorized to display the BBB trustmark on their web sites. Sometimes, a business that hasn't earned a trustmark will try to swipe a trustmark image and post it on its web site. Some of these fakers will even create a phony verification report. Before relying on any online mark, just click it to see if it links to a current validation of the business and an explanation of standards met. For BBB Accredited Business seals, look for an address starting with "https://www.bbb.org." Only when validated does a trustmark really add trust to the online shopping equation.

The Science of Skincare: From the Inside Out

Guys want good skin, too. Just as women strive to appear youthful and radiant, the modern gentleman isn't afraid to put a little effort into maintaining his complexion—a mission that may require more than just a topical cream, but rather an inside-out approach to skincare.

“Beauty” has become a science—principles of biochemistry and physiology are used to optimize companies' offerings. Many brands work with scientists and doctors to be sure their formulas are founded in fact. But getting a great face takes more than a scrub—even a “scientifically-proven” one.

Dr. Nicholas Perricone, a best-selling author and the creator of Perricone MD, a skincare line with a medical background, discovered that cellular inflammation may be the basis of aging and wrinkling skin.

“My research has found that inflammation on a microscopic or sub-microscopic level is responsible for

the wrinkling of the skin, therefore the intervention has to be more than just applying something topical. It has to be an integrated holistic approach, including diet, supplements, topical applications and lifestyle.”

Skin problems often stem from the dermis, the lower level of skin that topical applications cannot always penetrate, thus diet and supplements play an increasingly important role in looking good.

Perricone still emphasizes the importance of a skin regimen, as does Richard Sawyer, spokesperson and international education director for Lab Series Skincare for Men. “Wash the face twice a day. This can be done in the shower to save time.

It's also an essential first step before shaving,” advises Sawyer.

Men have oilier skin than women, but they shouldn't skip the moisturizer, especially since shaving can dry out the skin. “Don't forget to use a moisturizer that contains a sufficient SPF value, and don't forget to apply to the eye area,” recommends Marek Tropp, president and founder of Luxury4Him.com, an online retailer of men's grooming products.

When choosing a clinically-tested product, research what level of the active ingredient was used during the study. Perricone notes that some brands' trial participants receive a much higher level of the active ingredient than is actually available in

the version on the shelf.

Just as innovative breakthroughs have changed the skincare market, technology has irrevocably altered the way consumers make purchases. Internet transactions account for about half of Perricone MD's sales, and consumers have come to expect a level of online interaction. Dr. Perricone blogs online, allowing consumers to ask him questions directly.

Some companies, including Luxury4Him.com, are solely web-based. “We're definitely aware that men are more likely to shop online, whereas women seem to prefer the personal attention and hands-on experience at department and specialty stores,” explains Tropp.

“We've realized it takes more than just aftershave to properly care for our skin,” he adds.

It also takes a little bit of science.



ANGIE TRLESTAD
President, Sunless Beauty, Ltd

Q. What is the science behind sunless tanners?

A. Nearly every self-tanning product on the market uses DHA (dihydroxyacetone) as the tanning agent. It was first recognized as a skin coloring agent in the 1920's. DHA, a carbohydrate normally derived from plant sources, reacts chemically with the body's amino acid groups. Various amino acids react differently to DHA, producing different tones of coloration from yellow to brown. Scientists and cosmetic formulators have worked diligently to create the perfect natural color over the years.

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1

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5

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10

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Age Before Beauty?

Not Anymore...

"In the '70s or '80s, you would see a very well-dressed woman next to a guy in jeans and running shoes. Well, it doesn't happen anymore," says Marek Hewryk, president of 4VOO, a skincare and cosmetics company for men.

Women want to be with men who look as good as they do; and at the risk of political incorrectness—being attractive doesn't hurt you on the job market either.

As we age, our skin loses elasticity, as collagen, a naturally-occurring protein, breaks down. Humans' genes are programmed to age, but our skin is also affected by the environment.

"By far the most important thing people can do to prevent their skin

from aging prematurely is to wear at least an SPF 15 sunscreen every day. Look for a product that provides complete protection from both UVA and UVB rays," says Joel Weber, author of *Age Erasers for Men* and senior associate editor at *Men's Health*.

Botox, the nation's most common non-surgical cosmetic procedure, paralyzes the skin by blocking muscle receptors. The muscle doesn't receive the nerve's message to contract, thus it can't wrinkle. For those of us who'd

rather avoid a needle to the face, the booming anti-aging products market provides a pain-free substitute.

4VOO's Ultra Intensive Age-Defying Complex is designed to mimic the desired results of Botox. It moisturizes the skin and makes it firmer.

Men age differently than women. They have different pH levels, larger pores and thicker skin, because of testosterone. They also have another advantage—the razor.

"Men should reach for the razor every morning," advises Weber. "Shaving stimulates collagen production and smoothes the skin, and may be one reason why men have fewer wrinkles than women."

Shaving Your Head and Taking Numbers

If it's cool enough for Bruce Willis and Chuck "The Iceman" Liddell, it's probably cool enough for you.

A shaved head implies toughness, edge and empowerment. Partisans take matters into their own hands and choose to be bald, whether as an alternative to hair loss or simply because they like the way it looks.

Todd Greene, president and founder of HeadBlade, Inc., suggests shaving for the first time while on vacation so you have time to get used to it. He also suggests changing something else about your appearance, such as your facial hair, "so when you look in the mirror you're not just concentrating on one thing that's different—you see a new you."

Greene's design for the HeadBlade

Razor, which makes the user's hand the handle for a more controlled shave, is now in The Museum of Modern Art's permanent collection in New York. No matter what tool you work with, first trim damp hair as short as possible. Use plenty of shaving gel, and rinse your blade often. Apply aftershave, wear sunscreen (nothing sexy about a sunburned scalp) and moisturize.

"Eighty percent of guys use whatever soap or shampoo is in the shower to wash their head," says Howard Brauner, former comb-over wearer and "The Head Bald Guy" at BaldGuyz.com. "Soap dries out skin, and most women have color-treated

hair. Why use a shampoo for color-treated hair if you have none?"

For more tips and products, jump on the web. HeadBlade products are available in drugstores nationwide, but Greene sells almost a hundred additional items exclusively on the Internet, including apparel.

To check out fellow converts, go to www.headblade.com. You'll find Ultimate Fighters galore.

"Eighty percent of guys use whatever soap or shampoo is in the shower..."

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New Generation of Innovative Shavers

With each subsequent generation, men have become increasingly committed to head-to-toe grooming. Fortunately, technological advances have made the “manscaping” process simpler than ever before.

Steven Yde, senior product manager of Wahl, a manufacturer of personal care tools, has observed “a consistent movement from basic grooming habits to extending grooming habits to every part of your body.”

During the fitness craze of the '80s, shaving and trimming became a means of highlighting one's physique. These days, facial hair is a vehicle for self-expression. “Men are trying to define their style,” explains Yde. “Gone is the day of conforming. Go back 20 years and you saw two basic forms—full beards and mustaches. It's now a facial tattoo, a way to identify who you are.”

Styles have changed, but how about technology? Electric shavers' internal components have evolved dramatically over the years. For example, Wahl brought the energy-efficient lithium ion battery technology, the same science used in cell phones, to the electric razor. The new model charges in about an hour, boasts increased torque and has a quick-charge feature—plug it in for a minute and you'll get a few minutes of usage.

Wahl uses a YouTube channel to host instructional videos, and its experts interact directly with their customers via blogging. “It's at the point where the industry is very

interactive,” says Yde, who estimates about a third of Wahl's sales are made online. “People want a complete understanding before they buy now.”

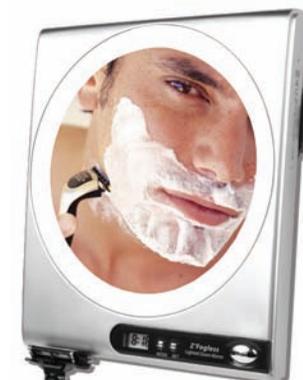
When choosing an electric razor, Craig the Barber, owner of the Grooming Concierge, which services some of Hollywood's biggest players, recommends considering your skin's sensitivity. “Men find greater success shaving with foil electric shavers [which use oscillating cutters] instead of rotary shavers [which use spinning blades] when dealing with irritation, such as razor bumps and ingrown hairs. If irritation is not an issue, choose either type, as it's just personal preference.”

Manual razors provide an exceptionally close shave, and the best place to use them is in the shower. “Shaving should be done at the end of the shower to allow the hot water and steam to soften your beard and open up your pores,” reminds Zlatko Zadro, president of Zadro Products, Inc. Zadro invented the fogless mirror 26 years ago with shaving in mind.

“Most men don't shave in the shower, but those that try it are addicted,” he says. It saves you time and makes for an easier clean-up.

“...allow the hot water and steam to soften your beard and open up your pores...”

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Playing it Safe: Online Shopping & Validation

The Internet is an integral component of our research, retail and social routines, but it's not just an opportunity for commerce and communication—it's also a prime target for crime.

"Eighty percent of online retailers are predicting growth this holiday season," says Steven Cox, president and CEO, Council of Better Business Bureaus (BBB), referencing a recent study by the National Retail Federation. "Brick-and-mortar stores are talking about doom and gloom scenarios, but online companies are predicting a rosy holiday season. I will guarantee you that scammers are aware of that."

If the criminals are ready, we better be, too.

"The single biggest, most-common bad thing that happens online is a social engineering attack," says Tim Callan, vice president of product marketing at VeriSign, a provider of Internet infrastructure services. The most well-known social engineering attack is phishing. Cyber criminals attempt to obtain victims' confidential log-in or financial information by sending out emails designed to look like those from well-known companies, often using their actual logos.

"It looks just like the real website,

but it's not," explains Callan. "Criminals are running it, so they'll get your log-in info. Anti-phishing groups discover over 1,000 new phishing sites every day. Do the math—it's a massive social epidemic."

Callan likens the scheme to a lock-and-key scenario: Your deadbolt might be perfectly secure, but if a cunning stranger convinces you to open the door, your security system is rendered useless.

Fortunately, there are ways for individuals to protect themselves—to keep those doors locked. "Make sure your computer is equipped with spam filters, user-secure firewalls and up-to-date virus software. And of course, use trustworthy websites," advises Claire Rosenzweig, president and CEO, BBB of Metropolitan New York.

Make purchases by credit card whenever possible. Legally, you're more protected, as many credit card companies won't hold you liable if your identity is stolen. Check your account activity frequently. With the

help of the web, you don't need to wait for a paper statement.

The beauty industry is particularly popular with schemers. Criminals prey on individuals' insecurities. "Everyone wants to lose weight, be healthier, have whiter teeth, grow more hair—whatever the case might be. Scammers prey on human vanities wherever they can," warns Cox.

It's easy to cut-and-paste a photo of an athlete or fabricate praise from a talk show host to create an instant celebrity endorsement. "Don't be fooled by websites that look pretty or pictures of people that you think you recognize. If it's a legit website, you can find out if the endorsements are

true," says Rosenzweig.

Thankfully, additional defense tactics are employed every day behind the scenes. In 1995, the industry introduced encryption. As data travels across the web, it's possible for people or machines to collect it. Encryption is the process by which information is made unintelligible until it reaches the designated end user. To ensure you're on an encrypted website, check for a Secure Sockets Layer (SSL) Certificate—an indication that the site is protected. If the address bar is green, for example, and boasts a small lock icon, it's protected by VeriSign.

Unfortunately, the Internet now allows scammers to reach a wider market, as Steve Bernas, president and CEO, BBB of Chicago and Northern Illinois, explains: "Years ago, if someone wanted you to fall for an ad, they had to lick an envelope and mail

it. Now they can send out massive amounts of emails for a little amount of money."

On the upside, the web makes it easier to file a complaint. "We are seeing more complaints from all across the world," says Bernas.

Last year alone, identity thieves victimized 9.9 million people. Companies are fighting back, going to great lengths to make their virtual transactions secure, but individuals must also exercise caution. "I can't stress enough that people need to check out a business before doing business. It's going to be critically important this holiday season," says Cox.

Men and women are equally likely to fall prey to an online ploy, so don't be blinded by machismo. We need the Internet—for work and for play, for research and shopping, so keep those doors dead-bolted.

“Make sure your computer is equipped with spam filters, user-secure firewalls and up-to-date virus software. And of course, use trustworthy websites...”

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A Secret Weapon: The Luxury Pen

“It seems that with the advent of cheap, disposable options, we as a society forgot the value of a finely-crafted writing instrument,” muses Adam J. Davidson, senior brand manager, North America, Parker and Waterman Brands. Investing in a fine pen is a classic, utilitarian and often overlooked way to make a fashion statement. When taking notes at your next client meeting, wouldn’t you prefer to use a utensil that matches the demeanor of your suit? There’s nothing more jarring than seeing a well-dressed businessman reach into his leather portfolio to pull out a Bic pen.

When deciding how much to spend, consider what you would budget for

other style staples, such as sunglasses or a wallet, although a well-made pen will probably last you longer, if not your whole lifetime. “Much like a luxury watch or a well-made pair of shoes, a beautiful writing instrument speaks volumes about personal style and attention to detail,” reminds Brian Boye, fashion and grooming director of *Men’s Health*.

Examine what the pen is made of, its style—and yours. “Quality is gained by the use of impeccable materials—precious metals, rich lacquers—and the skill in which those materials are crafted,” explains Davidson.

Trends can be considered, but ensure the pen will complement your taste for years to come. “There’s a strong trend in

Fine Writing, inspired from the design field, playing with a variation of ‘metal looks,’” says Beatrice Fontana, artistic director, Parker and Waterman Brands. “It’s the material, as well as the color... pink, gold or gun metal effects, for instance, inject strong modernity and refinement.”

Fontana draws inspiration for her designs from what’s around her, art and architecture included, and suggests you consider the same influences when choosing your accompaniment: “I deeply believe that fine writing pens are personal accessories, ‘accessories of style,’ that allow you to express your personality and distinguish yourself from other people.”

Sunless Tanning? We Won’t Tell

While some tanning booths still emit harmful UV rays, innovative at-home options (such as creams, lotions and sprays) serve as safe alternatives to developing a deep and healthy, youthful glow.

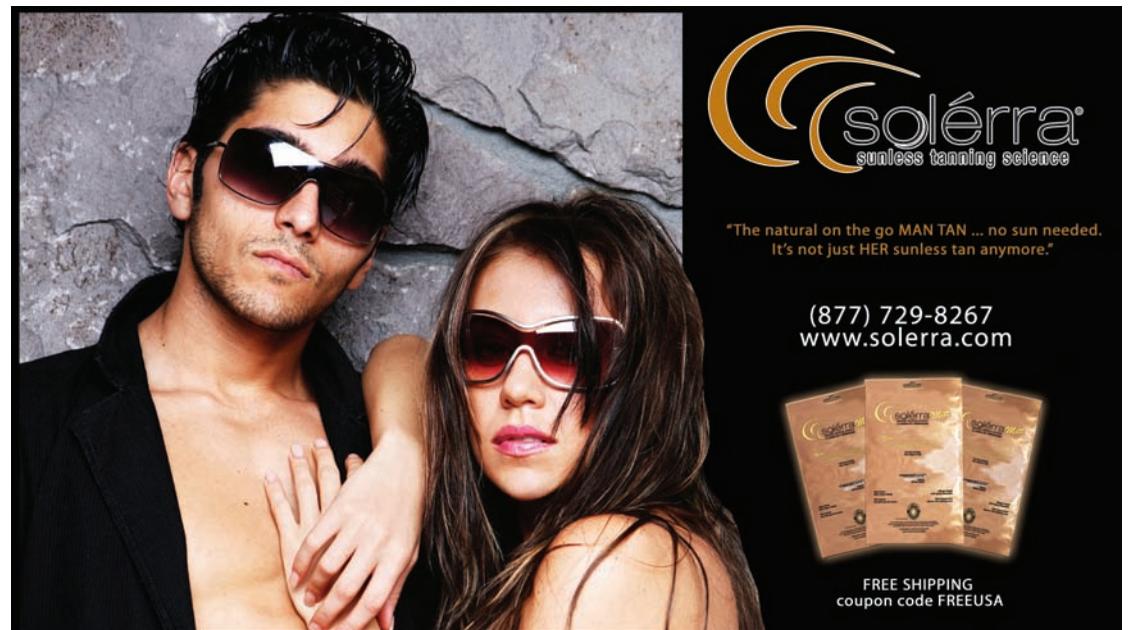
The active ingredient in nearly every self-tanning product is DHA (dihydroxyacetone), which reacts chemically to the body’s amino acids. The formula is applied directly to the skin.

Depending on the product, results will be instantaneous, or develop gradually over time. Most tans last a few days.

While most sunless tanners are not intended to be gender-specific, some men still feel their usage should be clandestine. “The Internet opened up a brand new retail option for men,” says Angie Trelstad, president of Sunless Beauty, Ltd, emphasizing that the Internet is an invaluable tool for those who

prefer to shop privately from home.

“Unlike women who plan an extra 45 minutes to put on makeup and get ready, men want to shower, get dressed and go. If they have to wait while the tanner dries, they’re not going to use it,” predicts Trelstad, who also cautions against heavy lotions, as some formulas can discolor body hair and make it hard to achieve an even application.



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Underwear is no longer black and white. Today's man can choose from a variety of colors, fabrics, styles and even technological advancements in his effort to find the pair that looks and feels best.

And he better look good! It's no longer just women who need to impress when they undress, as Gregory Sovell, president & creative director at C-IN2, explains: "In the past, women have been sex symbols, but it has been the new frontier to turn the tables and have men be sex symbols. You're seeing it everywhere, from reality shows to magazines."

If you want to have even a fighting chance of looking like a Calvin Klein model, you better find a pair that fits properly.

Start by measuring your waist where you want the pair to sit. Un-

dergarments tend to shrink, so consider buying a slightly larger size. Try a pouch brief for more support. For lift, C-IN2's Sling Support works like a push-up bra for your *you-know-what*, bringing it front-and-center stage.

Men are wearing more than cotton. Bamboo is a lightweight, antibacterial fabric, so it keeps you fresh. Spandex blends contour to the wearer, making them ideal for athletics, and mesh has breathability and deodorizing qualities. There are also plenty of colors to choose from, thanks to an explosion of Internet-based specialty retailers, which often enjoy a cost advantage

over brick-and-mortar stores.

Consumers are more loyal to their underwear brand than any other clothing item, so it's a great contender for an online purchase. Once you know what looks good, simply reorder online. C-IN2's director of web marketing and sales Mark Caval says the Internet has been tremendously important to business. "Guys can feel a little shy about going into a retail store and looking around. Online they can do it personally, from their own homes."

"There are many more brands, variety and sizes available, and it's easier to contact customers," Caval contin-

ues. C-IN2 maintains a database that they email weekly with special offers and information on new collections.

Because of the diversity in choices, undergarments have become as vital to your fashion statement as outerwear. While your profession may dictate your style from nine to five, what you wear beneath your outfit is totally up to you. Embrace the chance to express yourself.

“Men are wearing more than cotton...”

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PRIME COLLECTION



While playing football for Arizona State University, Barry Alford and Jefferson Hoffman discovered a serious void in the skincare market. These two entrepreneurs now oversee Alford & Hoff, a leading lifestyle brand for the "New Generation of Men."

Q: How did two Arizona State University athletes end up creating a leading luxury men's skincare line?

A: As former athletes...we didn't think to ourselves..."hey let's create a skincare line for men"...but what we wanted to deliver is a "lifestyle brand" of products based on performance. Today's modern man is athletic...conscious of his appearance and competitive, which does in fact tie into our athletic backgrounds nicely.

Q: Why should the Modern Man care about skincare?

A: The modern man is competitive. He needs every extra competitive advantage in today's competitive workplace and social life. Using skincare is essential. Today's modern man can't neglect the most obvious thing about his appearance—his face. A good complexion...a good physique...being well groomed and well dressed will give today's modern man a foot in the door ahead of the rest.

Q: What's on the horizon for Alford & Hoff?

A: Alford & Hoff is going to continue to develop performance-based products with style and sophistication. We want to own this category of skincare and fragrance. We want to make skincare fashionable. We have demonstrated our fashion sense behind our fragrance and we will take our brand in new directions and exploit our talents in other categories.

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By age 50 half of all men will experience hair loss of some kind.

James W.,
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Fighting Back:

The Frontier of Hair Transplantation

One of the top five most popular surgical procedures for men is hair transplantation, according to the American Society for Aesthetic Plastic Surgery.

The most common cause of hair loss is androgenetic alopecia, or male pattern baldness. It results when testosterone combines with an enzyme to produce dihydrotestosterone (DHT), which causes hair follicles to shrink.

Balding is progressive, and often begins when men are in their 20s. "Fifty percent of men experience some level of hair loss by the time they're 50," says Darryll Porter, president and CEO of Hair Club. Unfortunately, you probably won't notice you're balding until you've lost half your hair.

It's often an emotional subject, but there are options. If you're in the early stages of hair loss, an FDA-approved prescription pill, Finasteride (brand name: Propecia), or an over the counter topical application, Minoxidil (brand name: Rogaine), may help.

The only permanent solution for men, though, is transplantation, according to Dr. Jon Gaffney, medical director of Hair Club Medical Group. Thankfully, technology has evolved from the "hair plug" look of earlier decades. Surgeons can now use individual hair follicles, called follicular unit grafts, which can be inserted closer together to create a more natural look.

During a hair transplant, hair fol-

licles are removed from the back of the head and relocated to where they are needed and will continue to grow. In the past, this procedure was done by the naked eye, but now surgeons can use stereomicroscopes to divide the donor hair, ensuring better results. Experts have also become more skilled at creating realistic hairlines and textures, but vet your surgeon diligently. Find out how many procedures he or she has performed, ask about the size and caliber of the surgeon's team of medical assistants and meet in person to make sure you have a good rapport.

Patients are given local anesthesia before the procedure, and can go home the same day, but they'll have to come back for follow-up treatments and may need subsequent transplant procedures.

One unabashed individual, Julian White, videotaped his hair transplant procedure, so interested parties could follow his journey "from bald to bold" on Facebook, YouTube, Twitter and HairClub.com.

"I can think of at least a few occasions when someone contacted me through a social networking site and said, 'I was on the fence about getting a hair transplant until I heard it from you—an average guy.'"

Panel of Experts



MAREK HEWRYK
President and Founder,
4VOO Distinct Man



NICHOLAS PERRICONE, MD
Best selling author and CEO
of Perricone MD



BEN PHILLIPS
Staff Master Barber
Wahl



TIM CALLAN
Vice President
of Product Marketing
Verisign



DR. JON GAFFNEY
Medical Director,
Hair Club Medical Group™



ERIC MALKA
Co-Founder
The Art of Shaving

Q: How does the new generation of skincare products improve the appearance of skin?

A: On a cellular level, skin's aging leads to decreased thickness and a flattening of the dermal-epidermal junction (where the skin's outer and second layer meet). This affects the skin's ability to repair itself.

Skin deterioration causes a loss of elasticity, creating unwanted wrinkles. As you age, the foundation that supports your skin degrades. That's why moisturizing isn't enough.

The best new anti-aging products go deeper than the epidermal layer. They use "messenger molecules," such as peptides, that regulate cells' activities and boost the skin's ability to produce collagen, laminin and fibronectin—the dermal-epidermal junction's building blocks, as well as "molecules" that create a botox-like effect.

If you want younger-looking skin, you need to use products that stimulate skin-cell function directly.

Q: What can we eat to improve our appearance?

A: Clinical research shows that a three day anti-inflammatory diet can make a dramatic difference in your appearance that can be seen from across the room or in photographs.

The anti-inflammatory diet consists of eliminating sugar and high-glycemic foods, while at the same time eating foods that have anti-inflammatory activity, such as fish, which are high in omega-3s, and fresh fruits and vegetables with lots of colors, which indicate anti-inflammatory activity.

Follow this diet before your wedding and you will have radiance that will be seen from the back of the church. Beauty is really from the inside out, and diet is critical.

The Perricone Prescription (HarperCollins, 2002) can provide you with more information on what to eat to improve the quality of your skin.

Q: What are some tips for trimming your goatee or beard?

A: I've been styling and cutting hair for over 17 years. Today, the most common look among athletes is the goatee. The key to a well-groomed look is using the proper techniques and tools. The first step is to prep the beard. Comb it out and make sure there are no tangles. Attach an attachment comb to your trimmer. Run it through the beard with the grain for a light trim. If you use the trimmer and attachment comb against the grain, you'll remove more hair. For edging, use the blade directly on the face. Different styles look best on different facial shapes. If you have a round face, you'll want a fuller look. Shaving dries the skin, so you need to moisturize. I recommend anything with aloe or Vitamin E.

Q: What special precaution can I take to ensure my online accounts are protected?

A: For an extra layer of protection, a lot of sites offer a one-time password option. With this option, you can use a variety of devices, including a mobile phone, to generate a unique code. I use it with some of my accounts. When I log in from my laptop, I enter my user name and password, and then hit a button on my phone that generates a code, which I enter into my login screen. If that code isn't entered correctly, the site won't let me in. Say I get a phishing email and accidentally give my info to the bad guys. When they try to log in, they may know my user name and password, but they won't have my phone, which is generating my one-time password. These one-time password capabilities are available on category-leading sites in the financial and services industry.

Q: What are the steps of a follicular unit hair transplant?

A: After we make sure the patient's goals are realistic, I select the hair to be transplanted. I take particular time with this—you have to use the proper type and texture.

Grafts are then harvested from the donor area in the back of the head, leaving a barely noticeable scar.

My expertly-trained team of medical assistants uses stereomicroscopes to dissect the donor material into individual follicular unit grafts consisting of 1 to 4 hairs per follicle. I create tiny recipient sites where the hair is thinning on the top of the head. I have to consider how the hair will sit, flow, and drape. There's a lot of artistry involved in creating the hair line.

Once the hair is transplanted, the grafts heal quickly. The hair goes through an initial resting phase, and then starts to grow again in three to four months. Full growth usually occurs within the first year after the procedure.

Q: How can I achieve a close and comfortable shave?

A: By using high-quality products and employing the proper shaving techniques. The Art of Shaving products are formulated with 100% pure essential oils to help to promote healthy skin, before, during and after the shave. Our wet shaving system, The 4 Elements of the Perfect Shave®, is a simple four steps that together, take no more than four minutes:

1. Prepare. Shave during or after a hot shower to soften the beard, opens pores and cleanse skin.
 2. Lather Up. Use a shaving brush to soften and lift hair and to generate a warm, rich lather.
 3. Shave. Glide the razor gently over the face in the direction hair grows.
 4. Moisturize. To soothe, refresh and regenerate skin. Avoid after-shaves which contain alcohol; these can irritate, dry out the skin and cause ingrown hairs.
- Visit www.theartofshaving.com for a video demonstration and more information.

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