

# NEWS

## FOR MEN

### The Trend Is Masculine Sensuality: How's Yours?

(NAPSA)—According to a recent survey, men are more in tune with their bodies, health and fashion than ever before. What's more, their increased interest in skin care, hair care and fragrances show that to men, maintenance no longer just means caring for their cars.

Today's urban, professional males are demanding stylish, accessible grooming products. Jeanine Recckio, Beauty Futurologist of Mirror Mirror Imagination Group, feels that "Men's Maintenance" is one of today's hottest trends. "There is a growing knowledge and high demand for fashion, beauty, grooming and wellness among men. They're no longer afraid to buy skin care, hair care or fragrances to enhance their sensuality. Grooming is something men no longer want to put on the back burner," said Recckio.

There's also an enlightened sensibility toward scents and how they make men feel. Men are embracing their male sensuality and wearing scents such as Joop Homme! a spicy, oriental fragrance with a classic edge that celebrates all aspects of the complex male ego.



**MEN'S MAINTENANCE**—Men, especially those ages 25-45, are not afraid of buying skin care, hair care and fragrances and are even venturing to spas and salons. Grooming is no longer something just women are talking about.

Another scent that allows men to strive for individuality and new ways to express themselves is Davidoff Cool Water. Its clean, crisp aroma enhances their overall male sensuality and energetic self.

The next time your birthday or anniversary rolls around, you may want to ask your beloved for a gift that expresses and unveils your male sensuality.