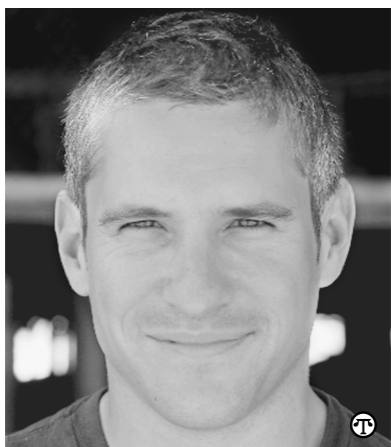


Your Skin

A Man's Head Is More Than Just A Pretty Face

(NAPSA)—Whether it's because it's easier to maintain or the style helps hide a receding hairline, a growing number of style-conscious men—from movie stars to the man in the street—are keeping their hair shorter or “buzzing” their heads and adopting a “cleaner” look.



New face and head care products are designed for men with shorter hair.

A variety of grooming products have been developed to cater to this trend and address its unique challenges. Research shows the three most important issues for men that shave their heads are sun protection, skin moisturization and shine reduction. Traditionally, men have had to use several different products to tackle these needs, but now a new skin care line combines all three of these attributes into one product.

Recommended by dermatologists, Matte For Men Complete Head Care Lotion has changed male grooming with its “Complete Head Care” concept. Because shorter hairstyles leave more of the head—including the face, neck, ears and forehead—exposed to the elements, it's important for men to incorporate “head care” into their daily routine. These all-in-one products make it easy.

The line, which also includes a concentrated antioxidant shave gel designed to reduce shaving irritation, is available at select fine retailers or online at www.matteformen.com.