

### Keeping In Step With Men's Grooming Trends

(NAPSA)—If you've recently taken a trip down any drug store aisle, you've noticed the plethora of facial scrubs, eye creams and styling products. The difference is that the latest grooming products are geared toward men. Here are some quick tips to help guys navigate today's grooming trends.

Today it's no longer taboo for a guy to care about his skin. "When it comes to skin care, look for fragrance-free products to avoid any potential for allergic reaction," says Dr. Hilary Baldwin, a New York-based dermatologist. "Also use a product that lightly exfoliates the skin. This will keep it looking healthy, and will help reduce break-outs," Dr. Baldwin continues.

Men also have more choices of hair care products than ever before. No matter your style preference, the key to great looking hair is selecting the right products for you. According to Dr. Baldwin, "The first step is to determine your hair care needs. For instance, if you have fine hair, you'll need products that help control the 'fly-aways.' If you have oily hair, you'll need a product that will bring it back to life and provide body." Determining the look you want to achieve makes choosing the right hair care products a breeze.

The foundation of any hair care regimen is the right shampoo. If you have a normal hair type and a generally healthy scalp, you probably don't give much thought to shampoos. But if you have oily hair or an oily scalp, you need a sham-



**For men who want to be "tressed" for success, good grooming starts by taking care of their hair.**

poo that addresses those needs. According to Dr. Baldwin, "Men who have oily hair and an oily scalp also tend to have dandruff. In fact, more than 50 percent of the U.S. population is affected by dandruff so you're not alone." To provide a weightless clean that leaves hair free of oil, impurities and dandruff flakes that often accompany an oily scalp, Head & Shoulders has introduced Ultimate Clean shampoo. Head & Shoulders Ultimate Clean is formulated with extracts of grapefruit, lemongrass and green tea to lift away oil and flakes, leaving hair clean and smelling invitingly fresh. It also contains the best-selling dandruff-fighting ingredient, ZPT (pyrithione zinc) to help prevent the recurrence of flakes.

With these easy tips, you'll be in step with the latest grooming trends in no time. For more information, log onto [www.headandshoulders.com](http://www.headandshoulders.com).