

Look Younger, Longer

(NAPS)—Men seeking a more youthful appearance should remember that their skin is different from women's—thicker and with larger pores—and needs special skin care products geared to them. By age 50 or so, men's skin starts to lose its ability to stay hydrated, leading to skin sagging, wrinkles, dark circles under the eyes and large pores that become more visible. Another way to keep up a more youthful, put-together appearance is to be sure your facial hair is soft, neat and healthy looking.



An increasing number of men are facing up to the need to give their skin an anti-aging treatment.

To help with all that, Kiehl's Since 1851, an authority in men's skin care, created a simple yet effective trio to protect men's skin from the rapid onset of the signs of aging. Called Age Defender For Men, this collection works to strengthen skin, minimize the appearance of fine lines and wrinkles, and visibly firm skin to reveal more resilient, energized and youthful-looking complexion within a simple anti-aging regimen.

The line's star product is the Age Defender Power Serum, which helps to visibly firm sagging skin.

The Age Defender Moisturizer uses dual-action technology to exfoliate while increasing elasticity.

Age Defender Eye Repair completes the regimen by instantly brightening the appearance of dark circles and smoothing and firming skin to improve the appearance of crow's-feet and under-eye bags.

As for facial hair, there's more to beard maintenance than an occasional trim. So Kiehl's introduced Nourishing Beard Grooming Oil. It's a lightweight, aromatic formula that conditions hair to make it touchably smoother and softer while calming dry skin underneath and leaving a nongreasy, clean feel.

These products are available at Kiehl's freestanding stores, www.kiehls.com/collections/age-defender, (800) KIEHLS-2 and select retailers.