

Even Guys Can Be Sensitive

(NAPSA)—Let's face it, getting guys to own up to their sensitivity has never been an easy proposition, and this holds true for skin sensitivity as well! But times are changing and so are guys.

If you have sensitive skin, you are not alone. In fact, in a recent study, almost 70 percent of men between the ages of 18 and 55 claim to have "somewhat" or "very" sensitive skin. That's over half of the male population!

If you're part of the 70 percent, then you've probably noticed that many things can cause your skin to become blotchy, red, irritated and dry. The reason? Sensitive skin is often thinner, with a finer texture than "normal" skin, and it can't handle harsh ingredients, rough treatment or weather extremes without a reaction.

And there's the rub—most men's skin care and aftershave products are formulated for normal skin. But, as we said, times are changing and the grooming industry has started to recognize that not all men's skin is created equal! More companies are introducing products that are created just for men with sensitive skin, and some, like NIVEA FOR MEN, have a whole collection that



Men with sensitive skin may like using products designed specially for them.

includes moisturizers, aftershave, cleansers and more. These types of products not only protect against irritation but also provide moisturization to soothe and soften skin so it looks good and feels even better.

With that kind of benefit, who wants to be a tough guy, anyway? Bye-bye redness, dryness and irritation...hello, sensitive guy!

To learn more, visit www.nivea.usa.com.