

# DUDE'S GOT DERMIS

Real men keep it touchable

Rugged good looks, sure. But rugged skin? Fortunately no—not with the wealth of results-driven skincare products hitting the men's market.

Ask the average 35-year-old woman to describe her skin and she'll give you a rundown of every oversized pore, broken capillary, sun spot and fine line. But ask a 35-year-old man the same question and you're likely to get a response along the lines of, "I don't know, it's fine, I guess." Men of this age and older—and American men especially—just haven't been socially conditioned to notice their skin unless they're cleansing or shaving it. It's no wonder that Karen Grant, global beauty industry analyst at The NPDI Group ([npd.com](http://npd.com)) has referred to the profit-making potential of men's skin care as "the proverbial white whale." And that whale is nearing capture as the famously well-educated and self-conscious millennial generation begins to realize its earning potential.

In the meantime, however, guys remain relatively impervious to comprehensive skin maintenance, so manufacturers are meeting them where they are, with everyday products formulated to provide the higher-level care that they might not realize they're getting.

**Gentlemen Republic Shaving Gel, [gentlemenrepublic.com](http://gentlemenrepublic.com)**  
The dye-free, alcohol-free gel provides complete transparency during the shave, and maximum glide for comfort.

**Aveda Men Pure-Formance Shave Cream, [aveda.com](http://aveda.com)**  
This dermatologist-tested, 99 percent naturally derived cream contains a moisturizing formula of plant essences to protect skin against razor burn.

**Cliff Original Beard Balm, [clifforiginal.com](http://clifforiginal.com)**  
Locally harvested beeswax, sweet almond oil, nettle and horsetail extracts, and shea butter soften the beard while protecting sensitive skin.

**Imperial After Shave Balm & Face Moisturizer, [imperialbarberproducts.com](http://imperialbarberproducts.com)**  
A daily post-shave application delivers shea butter, jojoba oil and green tea extract to hydrate and condition skin.

**Can You Handlebar Beard Oil Brush, [canyouhandlebar.com](http://canyouhandlebar.com)**  
The brush's horse hair bristles gently penetrate most beards, allowing dry or traditional beard oils to coat hairs thoroughly without scratching facial skin.

**Smooth Viking Beard Oil, [smoothviking.com](http://smoothviking.com)**  
Healthy facial hair protects the skin beneath, and this treatment babies beards with a blend of olive, safflower seed, castor, avocado, sweet almond, argan, pumpkin seed and jojoba oils.

**Manly Scent**  
Made with citrus, oak and basil

**Gibs The Handle Bar Soap, [gibsgrooming.com](http://gibsgrooming.com)**  
Providing head-to-toe care, this exfoliating soap deep-cleans the skin with jojoba seed powder and cat's claw bark; shea butter then seals in moisture.