Article Side

Men who just spray cologne on donâ€™t get as much attention as guys who groom! by Thomasgalvin

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Men's grooming has gone mainstream. Itâ€™s not longer accepted for a man to apply the best menâ€™s cologne on the market and expect to be noticed. Male skin care is one of the beauty industry's fastest-growing sectors, with more men adopting a grooming regimen, alongside exercise and eating right, as a component of healthy living. Menâ€™s grooming products are becoming the most talked about segment of the beauty industryâ€¦ Finally!

Many more men are shopping for themselves, compared with a decade ago when women made most of the menâ€™s grooming product purchases. Studies show men now buy as much as half of male-grooming and other types of consumer products.

Male skin-care formulas tend to be lighter and absorb faster than women's, because men's skin is oilier.

About one in four men uses some sort of facial skin-care product, whether it is facial wash, moisturizer, lip balm or eye cream, according to market research firm NPD Group. U.S. department-store sales in the male skin-care sector, which includes body lotion and hair products, reached an all time high last year, up about 13% from the prior year, NPD says. Compared with sales of women's skin care, which are north by a couple billion in revenue, there's still room to grow, says Karen Grant, senior global industry analyst at NPD.

The shaveâ€”a universal and uniquely male needâ€”is the focal point of most menâ€™s grooming product routines. To lure men to the next level, brands position new products before and after, such as the pre-shave cleanse or scrub, or after-shave lotion.

So if you are the type of guy only searching the for the best menâ€™s cologne and not also taking care of your skin, you might want to start considering products for men like R. Cooper.

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