



## **Guys, Did You Know?** **By Dr. Jeffrey Benabio**

Men's skincare is a trending topic. Facebook and Twitter have become great forums for skincare discussion (I'm a regular on Twitter @DermDoc), where guys can crowd-source recommendations and learn about products designed for them. For example, check out @DoveMenCare where conversations range from how family vacations to playing a favorite sport can take a toll on your skin. With a plethora of new men's products on the market, it's important to be informed.

- **It's ok to drop the soap.** Guys often rely on a generic bar of soap (or worse, shampoo), to wash their body. These products are too harsh and strip essential oils from skin. Also, the dryness caused by soap is cumulative – the more you use it, the worse it becomes. Dove Men+Care Clean Comfort Body and Face Wash is clinically proven to fight skin dryness with no irritation or tightness.
- **Leg sensitivity.** The skin on your legs is particularly prone to eczema, winter dermatitis, and other forms of skin irritation so when you're in the shower, use products like Dove Men+Care Sensitive Clean Body and Face Wash with a pH neutral formula that guarantees a gentle, comforting clean for men prone to skin irritations.
- **Choose a deodorant like you choose a mate.** About half of men experience some form of underarm discomfort, which is usually the result of a harsh deodorant. It's best to switch to deodorants that are non-irritating and/or hypoallergenic – try out a few different brands until you find one that works best with your skin. Dove Men+Care antiperspirants and deodorants, for example, are specifically formulated with non-irritating and hydrating ingredients to help combat dryness. (And never treat with rubbing alcohol or hydrogen peroxide to "disinfect" the trouble spots – the problem is almost never an infection, it's usually a contact irritation.)
- **Different seasons, different skincare needs.** Your skin has alternating requirements, based on the season. Over the summer, it's important to apply sunscreen to protect skin from the harsh summer sun, while in the winter, dryness becomes the big issue so be sure to moisturize often.
- **Stealing from your wife (or girlfriend) is wrong.** Many guys use their wife/girlfriend's products because they are readily available, when products designed specifically for men are often less greasy and don't contain fragrance. Dove Men+Care offers a technologically superior product



line to provide solutions to men's specific skincare needs. The personal wash is for men who prefer a mild, unscented body and face wash, and the deodorant/antiperspirants fight irritation and provide protection and underarm care specific to men's needs.