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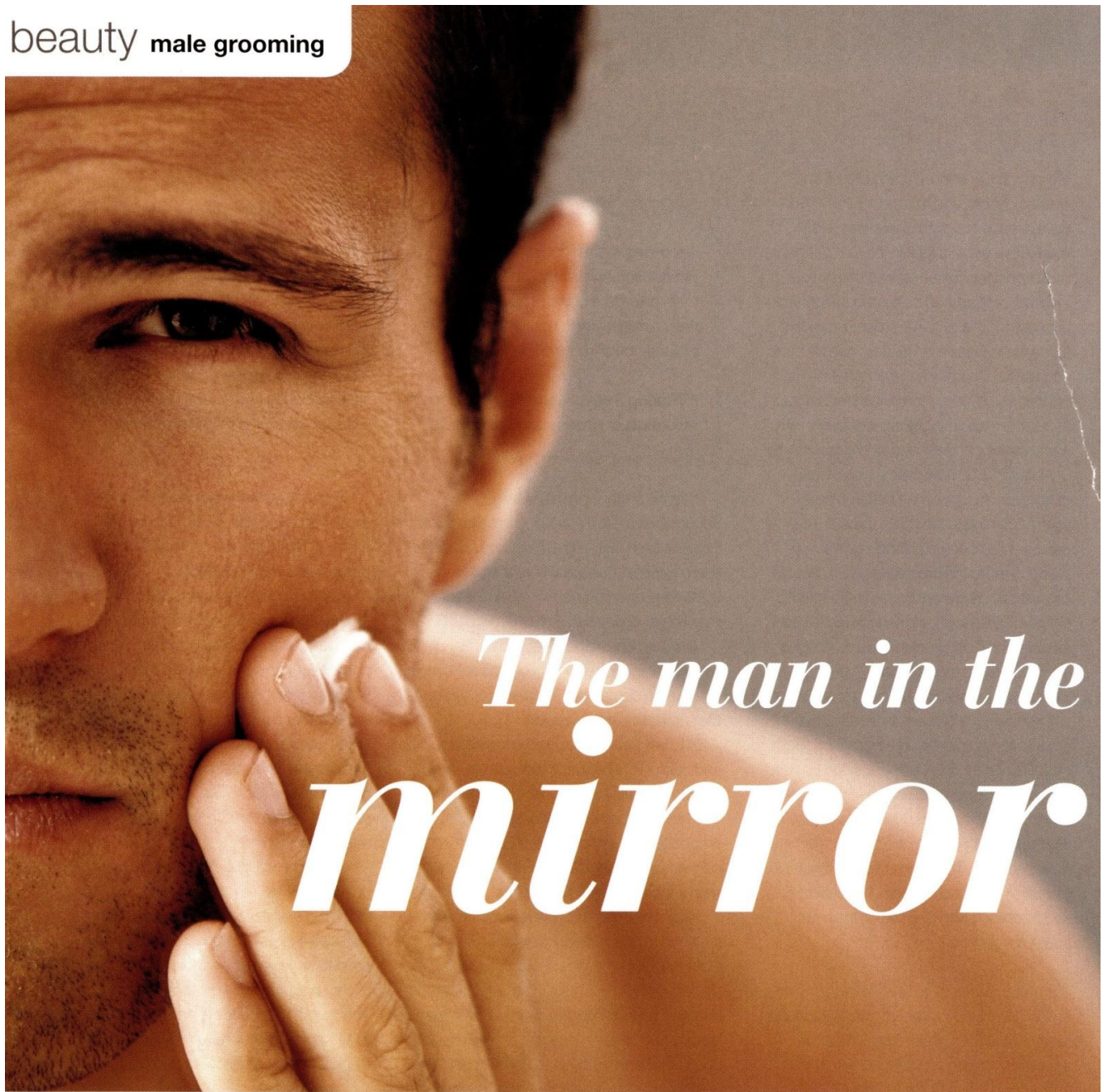
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# *The man in the mirror*

No so long ago male grooming amounted to little more than a shave and perhaps a splash of aftershave. Not so today, it's a huge market that is going from strength-to-strength.

By JAYAMALA GUPTE.



Sisters are doing it for themselves...and increasingly men are joining them in looking after themselves. It used to be that a man would only do something if their partner complained enough about their appearance. Now men are into skincare, general grooming and looking after their faces as well as their bodies, says practising dermatologist Associate Professor Greg Goodman, who holds the position of chief of surgery at the Skin and Cancer Foundation and has an academic teaching position at Monash University.



## Things that never cross a man's mind

Male customers should be advised to watch their sun exposure especially in areas where they overlook, such as the scalp and the higher part of their forehead as their hair recedes, says dermatologist Professor Greg Goodman.

Other skin tips include:

- apply sunscreen before heading outdoors and reapply after two hours;
- use high SPF 50+ sunscreen;
- suggest sprays as they are efficacious;
- understand skin type—use moisturisers, but if its oily skin use more light lotions or sprays;
- get regular skin checks to pick up medical issues early; and
- don't leave a new spot or a partially healing one unchecked.

Men should also think about skincare beyond sunscreens and moisturisers. Skin needs anti-ageing preparations such as antioxidant vitamins and repairing preparations like hydroxyl-acids, adds Professor Goodman.



Men should take action earlier than they do with conditions such as acne to prevent scarring and realise that there are procedures that may help scarring.

Men can make themselves improve their appearance with the judicious use of non-surgical procedures. Men often have heavy expression lines that may be helped with fillers or botulinum toxin and hyaluronic acids injections, concludes Professor Goodman.

have not seen too many men yet taking this aspect of men's health seriously.'

However, he says newer technology, especially spray sunscreens that are able to stay on with water activities and can be sprayed on wet skin, may help improve compliance in males.

### Working 9–5

As working hours get longer and life is ever more stressful the incidence of male acne seems to be on the rise, says Professor Goodman.

'Males are not kind to their skin—they do not protect it and treat it well. If they are busy they bother even less. They do not cleanse fully and do not use appropriate moisturisers and sun care.'

Poorer diets with more reliance on fast foods and less outdoor activity are other facets of overwork, he says. This can make the issue of oily skin, acne, scaliness and redness, which makes the skin look like it has dandruff. Added to this is stress which can make the skin look worse, as does picking or squeezing pimples 'which is always the wrong thing to do', says Professor Goodman.

Men are already more likely than women to get more severe acne and consequently more scarring as a result. Picking at pimples delays their healing and promotes scarring. Men are often time poor if they are overworking and stressed and tend not to make time for themselves to see health professionals and receive timely medical intervention, he says.

### Pass me the exfoliator mate!

Imagine this: Daniel walks into his local pharmacy to buy some eye drops and passes by a shelf with testers for after-shave balms for men. He stops and splashes some on for an instantly cooling effect. He walks on by, picks up his eye drops, then doubles back to grab a bottle of the men's after-shave balm and checks out with his purchases. He returns the next week with his mate John and both end up trialling and buying an eye serum and an exfoliator for men.

'We are seeing a significant increase in males seeking to improve their appearance starting from a relatively low base and I would predict this is only beginning,' says Professor Goodman.

However, he warned there is still a long way to go, as sunscreen habits in men have been 'poor to miserable' traditionally.

'They may work outside, play outside but have no sense of self-preservation. They may slap some sunscreen on at the ninth hole when they are already burnt or put a little zinc on the nose in a cricket match when they have been outdoors for hours. I

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Men's skincare has come out of the dark ages of using a partner's products and gone global as a growing category in skincare. From baby boomers looking for anti-ageing solutions to millennials who grew up with Pulse body sprays, there's an ever growing number of men buying male grooming products than ever before.

About one-in-four men now use some sort of facial skincare product, whether it is facial wash, moisturiser, lip balm or eye cream, according to market research firm NPD Group reported in *The Wall Street Journal* recently.

US department-store sales in the male skincare sector, which includes body lotion and hair products, reached US\$84.7m last year, up about 13% from the previous year, NPD said. Compared with sales of women's skin care, which is upwards of US\$2bn, there's still room to grow, says Karen Grant, senior global industry analyst at NPD.

The shave—a universal male need—is the focal point of most grooming 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.

Exfoliators are coming into their own as shaving can give rise to ingrown hairs and abrasive skin texture.

Top US stores are also creating 'man caves', inviting men to enter a private space to trial men's only products. The look, feel and product display is all manly and functional—not feminine at all! There are testers and samples on hand and informed male assistants to answer queries. It's all about making males feel at ease with the whole concept of grooming and fits in neatly with pharmacy's holistic approach to health and wellbeing with its ability for personalised service.



compared to 2.8% in the previous five years. The outlook is better for men's deodorants which will benefit from overall deodorant CAGR of 5% during the same period.

## Growth opportunities

However, the real opportunities lie in men's skincare and haircare. The old image of the macho Aussie bloke who considers anything more than soap and water effeminate is breaking down, particularly in central Sydney, Melbourne, Brisbane and Adelaide. Here, a combination of the outdoor lifestyle and increasing emphasis on personal health and fitness is fuelling interest in what skincare and haircare can do for a man's appearance.

The key for future growth is to avoid any feminisation of men's grooming. For example, it is extremely unlikely that the men's

makeup and feminised skincare regimens of South Korea and Japan would make any headway in Australia.

Instead, men's grooming brands would find a more receptive audience if they followed the example of beer brands like VB, which are encouraging men to reclaim their masculinity. To an extent, the major multinationals like L'Oréal Paris and Nivea already do this, but may wish to ramp up their machismo, while more premium home-grown brands like Milk & Co may want to subtly move their packaging from a unisex to a more masculine image.

If this happens, then the male grooming brands have more opportunity to make inroads in the smaller towns and rural areas where many of the old attitudes to male grooming still exist. Linking skincare to sun protection and healthcare messages may help to crack open the market in these areas, Ms Rudd concludes.

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Mintel director of insight, beauty and personal care Vivienne Rudd says, like many developed markets, the men's shaving sector in Australia is finding it hard to generate growth and CAGR (compound annual growth rate) from 2012–16 is forecast to stall at 1.3%,