



One of Will's favourite beauty boys, New York men's spa guru, Enrique Ramirez hard at work.



THE BOYS OF BEAUTY

QUID PRO QUO LADIES; IF YOU'RE SHOOTING GUNS IN THE ARMY AND FIXING OUR CARS, HAND OVER YOUR WAX STRIPS AND MOISTURISERS 'COS WE'RE TAKING OVER THE SALON. WILL TALKS TO SIX BOYS LEADING THE WAY IN THE BEAUTY BIZ.

There are not many of us, you know. I'm not talking about sub-40-year-old men still untouched by a syringe chock-full of Botox – and let me be clear on this matter: I have NEVER had facial muscle relaxants, despite what I overhear whispered about me. Yes, be careful, I may have old(er)-man, grey(ish)-hair, but my hearing is flawless. I could hear a koala break wind in Tasmania. Anyway, back to beauty school.

Perhaps it's somewhat clichéd, but like Oz was to Dorothy, beauty school was to me. And, as our naïve gay icon realised while on her journey to the glittering city, beauty school was jam-packed with life-changing, everyday challenges for a young boy in, what was at that time, very much a girl's world.

First day practical training confirmed this. We began learning about tinting eyebrows and I was teamed up with the most striking Korean exchange student called Sun Yu (or Sunny, as she was affectionately known). She was extremely sweet, but as she had only been in Australia for a few weeks prior to the start of term, her English was limited. We had trouble communicating with each other, but I hoped that my expression of absolute-terror crossed all language barriers.

After Sunny tweezed my eyebrows, the teacher told the class to apply the tint, as shown in an earlier demonstration. I raised

my hand and suggested due to being of the masculine gender (insert class laughing) that I miss this part. The teacher refused to listen to my argument, reiterating that within these four walls I was “one of the girls”. So despite my protests, she instructed Sunny to commence.

“No one is seeing you with your legs up in the air while having a man's Brazilian wax... no man wants to be seen that way, I hope!”

Being the baby of my family and unfamiliar with the word “no” I swiftly changed my angle, working her in a way that only a boy with four older sisters can. Smiling, I suggested Sunny could still practice on me, but just not put any activator (bleach) in the tint.

Something got lost in translation because that

sweet and innocent Korean exchange student tinted my fricken eyebrows black.

I knew there was something wrong when I heard a little gasp of horror from Sunny. Then came the first wipe with a wet cotton ball... then the second wipe... then frantic rubbing with a cotton ball, with what I could discern, was drenched with wax cleaning solvent.

Then I heard Sunny whispering in her native tongue to her two fellow Korean classmates and then all three of them hysterically wiping at my burning brows. Her tears began to flow as shrieks of laughter from my new classmates cemented my fears. I looked like Bert from Sesame Street. But it was a lesson learnt. I have since then, never tweezed, tizzed or touched my eyebrows!

My time at beauty school was full of the-only-boy-in-the-class moments but during my career of nearly 20 years I've observed us boys finally break down the stranglehold that women have had on the world of skincare. Today, men specific skincare and grooming is the largest growing sector of the beauty industry and I find myself among a group of male peers who I admire and respect. This month I want you to meet some of them. They all have different opinions, which I don't always agree with and, I wish to reiterate, the fact that they're all extremely handsome is sheer coincidence. >>

Lqd are the new kids in the competitive market of men's skincare but will survive because they know their stuff.



ANTHONY MCDONOUGH: LQD SKIN CARE

Will: I understand it took you a while to find your way into the beauty industry?

Anthony McDonough: Having grown up in a small country beach town, playing a lot of sport and spending too much time in the sun, by the time I was 25 I already had more wrinkles than a British Bulldog. So it wasn't until then that I started to think about looking after my skin. Wind the clock forward 10 years and I still hadn't found a men's skincare product that I actually liked. Most men's products are just women's formulas, repackaged, renamed and a new fragrance added. Lying around a pool one day on holidays, I decided I should develop my own products. Having a chemistry degree and a lifetime of marketing experience, it then took another 15 years to turn that dream into reality and Lqd was born.

Your views on sunscreen moisturisers are against what the industry is pushing right now and in all honesty have made me question my opinion, too.

Yes, don't use an SPF moisturiser. What is that I hear you say? Really, don't! The problem with these is about application habits, not the product itself. Firstly, it means you have to buy two moisturisers, as you want to limit the amount of chemicals you're putting into your skin. And no one would suggest using an SPF moisturiser at night. Secondly, most men apply their moisturiser first thing in the morning and don't go into the sun until lunch time, or even after work, thinking that their skin is protected. The reality is the effectiveness of the sunscreen starts to degrade as soon as it's applied. So by the

time you get into the sun, the SPF has reduced considerably and it's unlikely your skin is still protected. Instead, always apply a specific SPF sunscreen product immediately before going into the sun and reapply after every three to four hours spent in the sun.

What are your views on Botox, dermal fillers or cosmetic surgery for men?

I'll be a bit controversial here and say I think they're all unnecessary. I prefer to promote the idea of looking the best you can through exercise, diet and skin care as opposed to Botox injections, fillers and cosmetic surgery. Trust me. I have heaps of friends who are doing all three, and even guys in their early twenties, which I think is totally unnecessary. I'm actually proud of my wrinkles, I would prefer my skin to look natural and age gracefully.

Of course, if this is something that will help you fix a problem you've always felt self-conscious about, then do it. But honestly, everyone I know who starts down this track becomes a little too addicted to the changes and it becomes a slippery slope. When is enough, enough? I encourage people to focus on having great looking healthy skin, not wrinkle-free skin.

What are your preferred products for the treatment of shaving rash?

Most men think they get a shaving rash from their razor,

but it's usually related to the product they use to shave. Many shaving gels and foams are designed to irritate the hair follicles, to lift them up from the skin, to produce a closer shave. Once you then scrape a sharp blade across the skin's surface, these irritants can get into the top layer of the skin and cause irritation and inflammation. Unfortunately, about 40 per cent of men find this irritates their skin, causing a red rash.

My advice is to always use a scrub before shaving (or at least wash with a wet face towel) and always shower first. Only use warm water on your face (never hot) and then use a cream based shaving product that lathers instead of foams or gels. Shave with the grain of the hair with a sharp blade, with short strokes, continually cleaning the blade as you go. Start with the face followed by the neck and lastly the chin. Never go against the grain of the hair, as this quite often will result in ingrown hairs.

After shaving, clean the skin completely and apply a product that will calm the skin. Never use an after-shave product containing menthol, as this will cause further skin irritation.

We have developed a calming lotion that is actually a skin desensitiser and moisturiser, which is not only great for post shaving, but also fantastic at dealing with pash rash!

What about thinning hair? What are the first steps men should take to deal with this issue?

As a bald man, I can tell you there is a direct correlation between baldness and what a great lover you make. Strangely, I can even back it up with a few facts. The higher your testosterone levels, the more likely you are to lose your hair.

It also works in the reverse. If you use hormone blockers like Finasteride (Proscar) to regrow and thicken your hair, and stop it falling out, there are a number of side effects to be aware of. Finasteride works by converting testosterone into DHT, which reduces your testosterone levels,

decreases your sex drive, increases fat storage and can also cause impotence!

I say embrace your baldness, shave your head and have great sex, the alternatives to being bald just aren't worth the sacrifice.

What I love about your Lqd range is the less is more attitude.

We designed our range of products to keep it as simple as possible for guys to look after their skin without spending hours doing it. The key to having great skin is keeping it well hydrated (hence the name of our range, Lqd) through every step of the skin care process. Our range covers wash, scrub, shave, calm and hydrate!

At the end of the day, if we start to have more products in our bathroom than our girlfriends have in theirs, then you're simply throwing your money away.

Go to lqd.com.au



STEFAN MAZY: SKIN DNA

Will: New skincare technology rarely excites me but Skin DNA got me tingling. Tell me more about it.

Stefan Mazy: Imagine if you can use brand name skincare products specifically suited to your genetic make-up, or undergo skin treatments that will actually work for your skin. Imagine if you could predict how your skin would age? This may all sound like science fiction, but it's now possible. Skin DNA is... well, a DNA test for skin.

Skin DNA is tailored to helping men and

women find out what exactly is the best thing for their skin. It's a simple at-home saliva swab test that analyses your skin's genetic make-up and, using science, can accurately predict whether wrinkles, sun damage, pigmentation, firmness or elasticity will be the biggest problems as time goes by. With the results comes the knowledge to apply the right skincare regime and products. It's very common that people are using the wrong skincare. There are advantages to knowing what skincare to use. When people know what might happen to them



An exciting entrepreneur, Stefan is passionate about changing the way we care for our skin, one face at a time

in the future, they would be more aware about what kind of treatments they should be doing to their skin now.

You checked my DNA. What did you discover? Was I immaculately conceived and born in a manger as my mother suggests, or is it just skin stuff you analyse?

Sorry Jesus, no magic tricks here. We're all about science, the good, the bad and the ugly. Your results revealed that you were:

High Risk for a process called Glycation – unprocessed sugar binds to collagen fibers causing them to break creating wrinkles. My advice to is hit the gym, incorporate blueberry extract and green tea extract into your skincare and lower your sugar intake

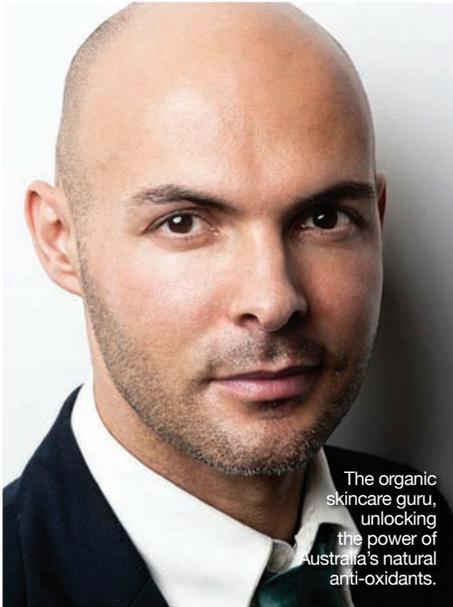
Medium Risk for sun damage and pigmentation – in particular how well you can tan (melanin production). This crucial component is what protects you from the sun (fake tan doesn't count). Tanning issues can leave you very prone to pigmentation, wrinkling and accelerated skin aging, as well as a few other nasties like cancer. My advice: photo protectant ingredients like vitamin C and zinc in your skincare program. Lycopene and green tea extract as supplements and sun exposure for 10 minutes twice a week between 11am and 2pm to help get your body used to producing melanin.

Medium Risk for loss of firmness and elasticity – basically your body is breaking down collagen faster than it can produce it which means overtime gravity will become one of your nightmares; much sooner than other people. My advice is use retinol, CoQ10 and some peptides in your skincare. Also include Soy in your diet and LED treatments once a week.

Look into your crystal ball. At what age will Will Fennell officially look old?

In my eyes you'll be young forever Will, however, according to the data if you don't do anything expect to see a speedy decline in the next two years. (At this point I put down my pen and contemplated stabbing him with it). **For the non-believers out there, convince them.** The science is there. The proof is there and a 50 billion dollar industry can't be wrong. If everyone were the same, there wouldn't be so many skincare choices. Just like knowing your genetic risk in developing Alzheimer's disease or lung cancer in the medical world and doing what you can to minimize the risk, Skin DNA is designed as a solution to better tailor particular aging traits before they become apparent. It's just like saying, do you start to go to the gym when you become obese and depressed or do you go to prevent this from happening in the first place? Better yet, what is going to be cheaper, preventing or fixing? Skin DNA is being used to advance beyond the one-size-fits-all suggestions. Gone are the days where we say, "eat an apple a day" or "just wear sunscreen and you'll be fine".

Go to skindna.com.au



The organic skincare guru, unlocking the power of Australia's natural anti-oxidants.

CHRISTIAN ACUNA: THE MEN'S BEAUTY ROOM

Will: What sparked your interest in the male grooming business?

Christian Acuna: It's embedded in my gene mapping; it's what I truly love. It's not just about getting pampered or groomed with the most advanced technology, it's also about the experience of the service, too. At my grooming salon in Sydney, I have created a private station where you only see the people working with you; it's just you and your therapist. No one is invading your privacy or seeing you with a face mask on, or your legs up in the air while having a man's Brazilian wax... no man wants to be seen that way, I hope!

You once gave me a great pointer on keeping my blade clean what was it?

Disinfect your blade with alcohol (preferably not a white chocolate passion fruit martini) or by submerging it in mouthwash for a few minutes prior to shaving, but remember rinse the blade well in hot water before shaving.

For the man suffering from acne – any tips you can suggest for treatment?

To get rid of blocked pores, start by keeping



the skin clean, but avoiding stripping the skin of its natural oils. My favourite skin regime is: exfoliate to accelerate the removal of dead and toxic skin cells; use a detoxifying mask at least once a week to absorb dirt and excess oil. Use an oil-free lotion full of hydration to keep the skin moist. Never scratch or squeeze pimples, otherwise you will risk creating scar tissue.

In cases of severe acne, you can go a step further. Apart from medication from your dermatologist, there are very effective treatments such as organic herbal peels, skin needling and tailored laser resurfacing treatments.

Apart from the obvious treatments for thinning hair, are there any new alternatives?

Something very innovative, with outstanding results is the use of Platelet Rich Plasma (PRP) injections use for the growth of thinning hair and alopecia. Combined with laser, skin needling, minoxidil and copper peptides, hair regrowth is obtained within four to six weeks. This is really amazing and effective hair treatment as it dissolves the crystallised hair follicles and waxy sebum build up that is prone to hair thinning and alopecia. We do this treatment at my clinic.

What can the average man learn from you about skincare?

I encourage every man to invest in good quality, scientifically advanced skincare products designed for men. Australia possesses ancient ingredients rich in anti-oxidants. My range, Christian Acuña Organic Skin Care for Men, harvests most of its key ingredients from the Australian outback with exceptional ingredients like the Organic Kakadu Plum, jam-packed with vitamin C or Sea Buckthorn, rich in vitamins and nutrients, that act as a powerful anti-aging compound helping the metabolism of skin cells.

Be savvy and look after your skin the best that you can by using products that are good for you and for the Earth.

Go to christianacuna.com

ENRIQUE RAMIREZ: FACE TO FACE DAY SPA, NYC

Will: You are quite the celebrity facialist in NYC. How did it all begin?

Enrique Ramirez: It started when I was working as a massage therapist at a local spa in New York's Chelsea area and my clients constantly voiced their unhappiness and embarrassment about getting waxed and clipped by women. It was then I decided these men needed more than a rub from me.

What are your views on men's skincare ranges that are available in supermarkets?

I've tried most of them and they all bring something special to the skin, however, as the men's grooming market continues to escalate, it creates confusion and frustration on the naive male consumer and that's when I step

in to guide them along. I've created a column, *Ask Enrique* via my spa website for guys to write to me and ask me questions or to get my grooming advice. One could say I'm the modern, male version of Ann Landers.

Give me the first grooming tip that comes to mind?

Wash your gym clothes after working out. They collect odor-causing bacteria. You may not smell your own gym gear, but the rest of the gym aficionados will turn blue as you walk by.

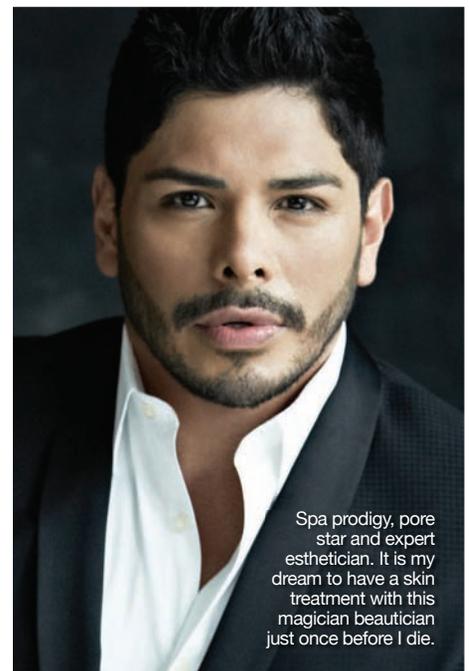
What are your views on Botox, dermal fillers or cosmetic surgery for men?

I approve of all three. Hopefully not at the same time, otherwise you may risk looking like David Gest (Liza's ex-hubby). The key here is to do your research. When it comes to surgical and non-surgical cosmetic procedures, most men are still in the closet, at least here in America, which makes it difficult to get a good referral from your gym buddy. Always trust your hairdresser, facialist and, especially, your primary care physician for a reliable referral. Once you find a doctor that you think qualifies, insist on seeing before-and-after photos and follow up with phone calls to their patients to get direct information as some photographs can be photoshopped to lure clients in. Plastic surgery or Botox, when done correctly, will improve your appearance and your self-esteem, a small mishap, however, and you're scarred for life, literally.

What is the biggest male grooming faux pas?

No man is man enough to tell his buddies that hair sticks out of their noses and ears, so I always suggest that each man have tweezers to keep your brows from coming in contact and a Man-Groomer to keep hair and nose hairs at bay. If in doubt, tweet me @enriqueskincare.

Go to facetofacenc.com



Spa prodigy, pore star and expert esthetician. It is my dream to have a skin treatment with this magician beautician just once before I die.



"There's not much this man doesn't know about the beauty industry," says Will Fennell (left) of Sean Abel (right).

SEAN ABEL: CLINIC CARE, DISTRIBUTORS OF DERMAQUEST SKIN CARE

Will: What made you decide on a career in the beauty industry?

Sean Abel: When I was 18, in the very first share house I ever lived in, I met a gentleman (very young boy) called William Fennell. He inspired me and encouraged me to pursue a career in the industry. I went into it completely blind. However, 18 years later, I'm still in it. I was a beauty therapist, a sales representative

and now I own my own company.

Is it hard being a man in an industry dominated by women?

Not at all. It's been a huge advantage. My career is the success it is because I've met clients along the way who've seen my uniqueness. I became a beauty editor at 25 and that was a stepping-stone to starting my sales career.

Do men need specific skincare?

I don't think so. Everyone has their own opinions here and I don't believe there is a right or wrong way. If anyone, man or woman,

To make a booking with Will Fennell call Will and Peta on (02) 9388 0221 or go to willandpeta.com or willfennell.com.au

just used sunblock each and every day they'd have good skin when they're older. Skin protection is the best long-term solution (and maybe a bit of Botox. Will, I'm your oldest friend and I'm saying tick toc, tick toc!

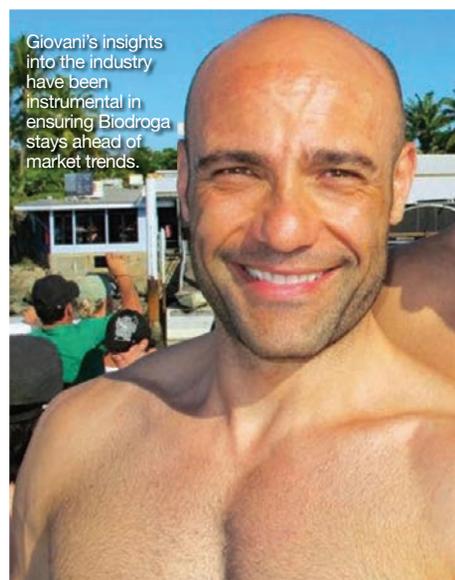
What is the next big thing in skin care?

Plant Stem Cells have been developed over the past few years and are now being used by many skin care houses. DermaQuest uses three different types of plant stem cells: Gardenia, Edelweiss and Lilac. Clinical studies here show a 15 per cent improvement in just 20 days of deep wrinkles.

What would you say to a man contemplating going to beauty school?

I would highly encourage anyone contemplating this. Beauty school was fun, exciting and, being the only boy in the class, I was finally was the popular one. Everyone wanted to be my friend. It was so fetch.

Go to cliniccare.com.au



Giovanni's insights into the industry have been instrumental in ensuring Biodroga stays ahead of market trends.

GIOVANNI MONACO: BIODROGA AUSTRALIA

Will: When you first started Biodroga, were you concerned about the power of internet sales of skin care?

Giovanni Monaco: Yes. Internet sales have affected all skin care brands, but corrective skin care that gives visible results should only

be prescribed by a professional. Another major concern with sites such as strawberry.net is you can't always be assured you're purchasing the real deal; counterfeit skin care, often made in China, is a major concern in our industry.

Do you find it intimidating being a man in a girl's world?

No. If anything, it being female dominated, gives me an advantage, a point of difference. Men are now looking after their skin more and more and women in the industry are realising that this is still a much-untapped market. They are looking to men for advice on men.

Were you a soap-and-water sort of guy before you started your own skin care company?

Honestly, yes. I only ever used the basics like Nivea. Then Will tricked me by giving me a tub of our most powerful anti-ageing range – Lotus & Science, in an unmarked bottle and told me to use it for eight weeks. I had no idea of its cost or what was in it. But then he tried to replace it with a cheaper version after I'd scraped the very last dollop out of the bottom of the jar. I complained saying my skin just didn't look as good using the new moisturiser. This proved to me (in a blind test on a low maintenance man) that ingredients such as peptides and powerful antioxidants that are proven by scientific research reverse the signs of aging.

Does there come a point when the skincare industry is saturated?

Yes, we are at that point now. I believe that the larger companies that can keep their costs down, offer a larger range of products at very different price points will survive. Some of the very innovative niche brands will, sadly, not survive because they just can't move enough volume to keep costs down and compete with the big two: L'Oréal and Estée Lauder that own Aveda, Biotherm, Kiehl's, Giorgio Armani just to name a few. The beauty industry moves fast and shows no mercy.

Go to biodroga.com.au

