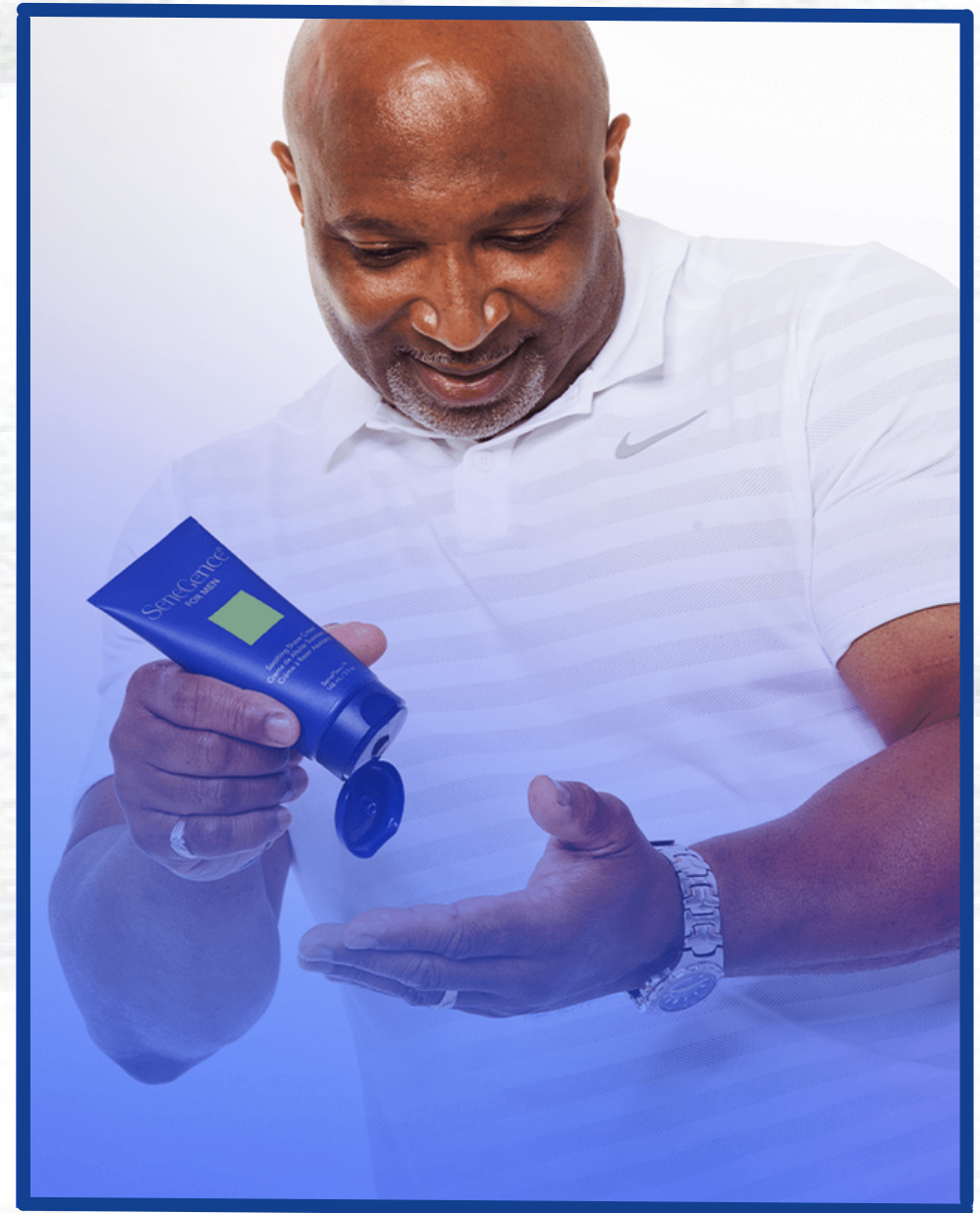


Why Men Need a Skin Care Routine. Too

Want to help the guys in your life find the right skin care?

Men have their own unique set of needs when it comes to taking care of their skin. We have provided all you need to know about men's personal care and what makes SheerSense for Men the perfect skin care line for them!



The Need for Men's Skin Care Products

Due to testosterone levels, their skin is 25 percent thicker, and their epidermis also tends to be oilier than women's. Also, for men who shave their face, razor bumps and other skin irritations are a common frustration.

The Increased Demand for Better Skin Care Solutions

Men of the 21st century have increased awareness about skin health, which has resulted in a greater demand for such products. According to a Mintel study, 84 percent of participants aged 18-40 claimed they used facial skin care products. As of 2017, only 4 percent of men's personal care items claimed to have anti-aging properties.

What Should Men Look for in a Skin Care Routine?

Men should practice these habits for healthy, clean skin:

1. Cleanse daily, especially after exercise
2. Use a moisturizing shaving cream
3. Use a moisturizer once a day
4. Wear sunscreen

Health professionals also suggest looking for products that contain antioxidants during the day and moisturizers containing retinol at night. Luckily, we've got it all!

SheerSense

The SheerSense for Men Advantage

SheerSense for Men is our comprehensive solution to giving men what they need to have healthy skin. Each product is free of parabens, sulfates, gluten, and is gentle, easy to use, and absorbs quickly to help men achieve the natural, nourished complexion they crave.

Soothing Shave Cream

Soothing Shave Cream with SenePlex is the key to getting a close shave while minimizing the likelihood of ingrown hairs and skin irritation. This rich, concentrated shaving formula with ultra-slick molecules helps the razor blade glide over the skin without causing any nicks or razor bumps.

It contains green tea leaf extract, an antioxidant that helps calm the skin, and two unique complexes. It helps calm skin and provides a layer of protection against razor bumps and hydrates and increases the appearance of skin firmness.



Climate Control is hydration in the purest form

Made of the smallest molecular weight, this moisturizing spritz delivers pure SenePlex Complex™, natural oils and beneficial ingredients for cellular repair to the skin at the deepest level. A unique delivery system separates the two key ingredients until shaken, combined and activated for use.

Advanced SenePlex Renewal Serum with Retinol

This potent skin renewal serum minimizes the appearance of fine lines and wrinkles and revealing a more youthful, radiant complexion. Made with meadowfoam seed oil, aloe vera, hyaluronic acid, and nano retinol, it supercharges men's night time routine so they can look forward to brighter, rejuvenated, and firmer-looking skin over time!

Crucial to be combined with sunscreen for maximum protection.



Healthy, youthful skin is just four steps away with SheerSense for Men! This product line helps men achieve their ideal complexion while minimizing the number of skin care products they need to use each day.

SheerSense