



ShortList announces the winners of its Men's Grooming Awards 2010

BEST RAZOR/SHAVER

GILLETTE – Fusion Power Gamer (£9.99; 00 800-4455 3883)

BEST CLASSIC FRAGRANCE

HERMES – Terre D'Hermès eau de toilette (£61 for 100ml; 0844-800 3752)

BEST MEN'S ANTI-AGEING PRODUCT

LAB SERIES – Age Rescue Face Lotion (£34.26 for 50ml; 0870-034 2566)

BEST MEN'S BODY PRODUCT

KIEHL'S – Crème de Corps Lightweight Body Lotion (SPF30) (£22.50 for 250ml; 020-7240 2411)

BEST MEN'S HAIRCARE

AVEDA MEN – Pure-Formance Exfoliating Shampoo (£16.64 for 200ml; 0870-428 2380)

BEST MEN'S MOISTURISER/SERUM

L'OREAL PARIS MEN EXPERT – Hydra Energetic Daily Anti-Fatigue Moisturising Lotion (£9.99 for 50ml; lorealparis.co.uk)

BEST ELECTRONIC GROOMING GADGET (Electric Or Battery-Operated)

BRAUN – Pocket Go (P-60) Compact Battery Shaver (£14.99; 0800-783 7010)

BEST MEN'S FACIAL CLEANSER/EXFOLIATOR

ALFORD & HOFF – Microdermabrasion (£78.30 for 60ml; spacenk.com)

BEST SHAVING FOAM/GEL/OIL

CLINIQUE SKIN SUPPLIES FOR MEN – M Shave Aloe Gel (£12 for 125ml; 0870-035 2566)

BEST NEW FRAGRANCE

PRADA – Infusion d'Homme eau de toilette (£47 for 100ml; 020-7494 6220)

BEST NEW MEN'S HAIR STYLING/GROOMING PRODUCT

WELLA PROFESSIONALS – High Hair Texture Touch (£11.29 for 100ml; wellaprofessionals.co.uk)

BEST MEN'S BODY WASH/EXFOLIATOR

BIOHERM HOMME – Aquafitness Invigorating Shower Gel For Body & Hair (£15 for 200ml; mankind.co.uk)

BEST NEW SHAVING PRODUCT

KING OF SHAVES – Azor Sensitive System Razor (£4.99; boots.com)

MOST EXCLUSIVE MEN'S FRAGRANCE

TOM FORD PRIVATE BLEND – Italian Cypress eau de parfum (£100 for 50ml; 0870-034 2566)

HONORARY AWARDS

'EVERY MAN SHOULD HAVE ONE' AWARD

CLARINS MEN – Fatigue Fighter (£27 for 50ml; 0800-036 3558)

GROOMING INNOVATION AWARD 2009

NIVEA FOR MEN – Silver Protect Anti-Perspirant Deodorant Aerosol (£2.55 for 150ml; nivea.co.uk)

SHORTLIST MEN'S GROOMING CLASSIC

CALVIN KLEIN – Eternity For Men eau de toilette (£34 for 50ml; 0800-083 6310)

BEST NEW MEN'S GROOMING RANGE

KYOKU FOR MEN (kyokuformen.com)

TO BE ANNOUNCED AT THE CEREMONY

BEST GROOMED MALE OF ALL TIME

THE FACE OF TODAY (BEST GROOMED BRITISH MALE)

For additional information, contact Adrian Clark – adrian.clark@shortlist.com; 020-7611 9712