

# attitude

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## BLACK AND WHITE



There is no better example of hyperbole than the carefully worded scripture on modern skincare products. To find a formula that depends on empirical evidence and maximum efficacy rather than an empty claim or a cleverly designed box is therefore like finding a needle in the proverbial haystack. No-frills new kid on the block Kyoku is refreshingly black and white in its approach. The six-strong line of basics for men is a lot more effective than it lets on, with a mix of natural ingredients

(ginseng, green tealeaf, bamboo, camomile and avocado oil, for example, were revered in ancient Japan for their active properties and should allay any fears that the stuff will burn your epidermis off) and cutting-edge synthetics that read like the usual gobbledegook. Honourable mention goes to the Oil Control Lotion (£43) for sorting out greasy spots without stripping them dry and the Razor Repair Balm (£29) for mending the bloodbath that comes with shaving half awake. [www.kyokuformen.com](http://www.kyokuformen.com)