

Grooming

IT'S ABOUT TIME

Finally, thanks to Clarins, men have a skincare saviour that acts its age

IN terms of anti-ageing, men are already one step ahead of women. With more testosterone and collagen, male skin is less fragile, so the signs of ageing take longer to appear. However, men's skin still loses its elasticity with age, and lines become deeper.

The skin of a 50-year-old differs from that of a 30-year-old, and yet a lot of skincare ranges are not age-appropriate. When choosing an anti-ageing treatment it is crucial to understand what your skin needs at your specific time of life.

So, seven years after its inception, Clarins Men has formulated an age-specific range. "Today we know a lot more about how men's skin ages and what we can use to help slow this process down," says Dr Lionel de Benetti, head of research and development at Clarins. "So where we once had two broad-spectrum anti-ageing products we now have five age-specific formulas, because better-targeted regimes mean you can expect more significant results."

The Energizing And Revitalizing Care range is aimed at men aged 30-45 and designed to smooth away early signs of wrinkles and brighten lacklustre skin. It includes a Revitalizing Gel (£28 for 50ml) and an Anti-Fatigue Eye Serum (£25 for 20ml).

The Anti-Wrinkle And Firming Care range has been formulated for men aged 45-50. It tightens

skin around the eyes and chin while ensuring constant hydration. The range includes a Line-Control Balm (£36 for 50ml), a Line-Control Cream (£36 for 50ml) and finally a Line-Control Eye Balm (£28 for 20ml), which really gets GQ's thumbs up.

Crucially, Clarins has limited the ranges to a few specialised treatments. "We've tried to keep it as simple as possible," says Dr de Benetti. "This is what men want. Nevertheless, we will continue to develop products to help men's skin keep ahead of the game, whatever their age."

At last it seems that time might be on your side after all. HL

CLOCKWISE FROM TOP LEFT: LINE-CONTROL BALM, £36 FOR 50ML; REVITALIZING GEL, £28 FOR 50ML; LINE-CONTROL CREAM, £36 FOR 50ML; LINE-CONTROL EYE BALM, £28 FOR 20ML; ANTI-FATIGUE EYE SERUM, £25 FOR 20ML. ALL BY CLARINS MEN. 0800 036 3558. UK.CLARINS.COM



Eastern promises The brainchild of Asim Akhtar, up-and-coming brand Kyoku's new six-product range combines scientific study with ancient Japanese practices based on naturally occurring ingredients. It's modern, packaged slickly and yields impressive results. GQ's favourite is the Razor Repair Balm (right), which calms post-shave redness and irritated skin. £29. At Selfridges. 0800 123400, selfridges.com