

Simple and  
effective skincare

83%

of men ages 65+  
agree that 'Men need  
to look after their skin.'\*

## Male Skin

Younger men are much more likely to struggle with oily skin as older men experience decreased cell turnover and a decrease in oil gland activity as they age.

Studies show oil production peaks during puberty, partly due to increases in growth hormone and insulin-like growth factors. While testosterone levels deplete which impacts the virility and integrity of the skin.

Androgen levels will affect the structure of the skin which is attributed to men's skin being 25% thicker than women's.

Sebum production is double that of a woman, and the pH is lower, making men more prone to impurities and acne.

A facial cleanser can help unclog pores and wash away impurities for healthier, clear skin.

\* ACUPOLL Precision Research. N=1000 men aged 18+ surveyed in December 2019. References: 1. Giacomoni, P.U., Mammone, T. and Teri, M., 2009. Gender-linked differences in human skin. Journal of dermatological science, 55(3), pp.144-149. 2. Oblong, J.E., 2012. Comparison of the impact of environmental stress on male and female skin. British Journal of Dermatology, 166, pp.41-44. 3. Rahrovan, S., Fanian, F., Mehryan, P., Humbert, P. and Firooz, A., 2018. Male versus female skin: what dermatologists and cosmeticians should know. International journal of women's dermatology, 4(3), pp.122-130.

