

MASTER'S TOUCH *Tips*

And you've nicked my things again! Oh. Is that my cream? Yes, it's mine! By the way, that's MY shampoo. Yours is to the right. Admittedly, this scenario is a bit over the top. But ...

Supposedly, there are bathrooms in which everything is neatly sorted – here are the women's and here are the men's things. You never get in each other's way but there are also many duplicate products. Is that really necessary? Are men's and women's care products really so different that everyone needs their «own»? In some cases, yes. For example, shaving. In other cases, not. The biggest differences are often the packaging and the scent. No man likes delicate rose-coloured pots containing products that smell of roses and violets but there are many products that have a very neutral style and colour and such a subtle scent that they can be described as unisex.



COSMETICS FOR HIM AND HER

Does a man need different skin and hair care from their partner? A key argument of men's cosmetics is still: rapidly absorbed. A relic from times gone by in which the majority of men still limited their cosmetics use to deodorant and aftershave lotion. And if a man courageously dips into the cream pot, they want to hide the fact whatever the cost. Times have definitely changed – as have the products from the wo-

A BATH FOR TWO
Our NATURAL COSMETIC range offers ecological products that are perfect for both skin and hair. For example, the bath and shower gel Bain Relaxant with algae extract and a fresh and fruity scent. Plus the soap Savon au Karité with fine, skin-conditioning shea butter.

men's department. The emulsions have become more sophisticated and lighter and richer products are also instantly absorbed by the skin without leaving an oily shine. For example, the products from the highly effective anti-aging range DERMOSTHETIQUE. This range has an absolutely gender-neutral presentation and scent – and also very effectively combats early wrinkles.

THE LITTLE DIFFERENCE

And what about the often quoted difference between men's and women's skin? Does this really exist? Yes! But not in terms of the components but in terms of the way in which certain fibres are «knitted» into the connective tissue and this doesn't really play a big role for care formulas. This is where skin type and skin age differ. Both men and women can have dry, oily, sensitive or robust skin which is why men can easily shop in the women's department.

Advantage: Here there are many more special products than in exclusively male ranges. Although it's up to her to decide whether she wants to share her beauty tricks with him. Not a bad idea: a mixed double. A few things just for him; others just for her – and a few for both of them after all, both partners want each other to look good ...

And by the way: If you have any questions, we will be happy to give you individual advice in our salons.