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THEY LIGHT UP THE BIG SCREEN WITH THEIR DASHING GOOD LOOKS AND MAKE "SEXY" LOOK EASY. THEY ARE HOLLYWOODS HOTTEST LEADING MEN, AND LIKE YOU, THEY TOO HAVE A FEW GROOMING SECRETS THAT KEEP THEM CAMERA READY. BUT YOU DON'T HAVE TO HAVE THEIR CELEBRITY BANK ACCOUNT TO GET THE SAME STAR RESULTS.



PROTECTION FACTOR

How can you shield yourself from the sun's darker side? It starts with the right protection.

Protecting Your Skin

SPF 15 or higher works for everyday use, but if you plan to be outdoors, the American Academy of Dermatology recommends SPF 30 or higher. "The SPF number measures how much longer you can stay out in the sun before your skin starts to burn," says Dr. Paul Friedman, dermatologist and co-author of *Beautiful Skin Revealed*. Benefits level off above SPF 50; so a level of 30 is adequate for most people.

Many believe that as long as they can feel, smell or see their sunscreen that they are still protected — not true. How often and how much you apply plays an important role. "It takes one tablespoon of SPF for the face, and a full shot glass for the body," says Dr. Friedman. Application should begin 30 minutes prior to going outdoors in order to give the product time to bond with the skin; then reapply at least every two hours. Look for sunscreens that block both UVA and UVB.

Detecting Skin Cancer

One severe sunburn as a child can more than double your risk of developing melanoma later in life, and any time spent outdoors increases the risk factor. So it is essential to conduct regular screenings for signs of skin cancer.

The most common warning sign for melanoma is a change in size, shape or color of a mole or birthmark (or the appearance of new moles). A dermatologist can provide a comprehensive examination, but you can start with an at-home exam based on your "ABCDEs":

ASYMMETRY: Parts of the mole do not match the rest of it in size, shape, color or thickness.

BORDER: Edges look irregular, poorly defined.

COLOR: Watch for more than two colors, i.e. red, blue and brown.

DIAMETER: Note anything larger than 6mm (about the size of pencil eraser).

EVOLVING: Monitor changes in size, height, color, itching, burning, pain, or bleeding.

If you see these signs, seek professional help immediately. Caught early, melanoma is often easy to treat. Otherwise, it can result in a lifelong series of surgeries and even death.

Hair Protection

Your hair is also at risk for sun damage. Its outer layer can burn — causing dryness and frizz — and its color can fade. According to Joey Battisti, Creative Director at Gerard Bollei Salon in New York, "Leave-in conditioners are a great way to infuse the hair with moisture while providing a barrier that helps protect against the damaging effects of sun exposure." If you plan on swimming, apply conditioner beforehand to prevent further damage from chlorine or salt water, both of which can cause split ends, dryness and breakage. "Cover hair with a hat, which can also prevent your face from being overexposed, and try to refrain from lying out [between] 10am and 3pm," Battisti advises. Following time by the pool or at the beach, treat hair to a reconstructive conditioning treatment and visit your hairdresser for a quick trim to eliminate split ends.

BANG FOR YOUR BUCK

Bang for Your Buck

BANG — the explosive new scent from Marc Jacobs — is provocative in a multitude of ways. There's the name — which, Jacobs says, came to him while he was at the gym and "sets the tone for the packaging, the fragrance, everything." Then there's the scent, which was designed to suit Jacobs' tastes by highlighting spicy notes, in particular an intoxicating trio of black, pink and white peppercorns. Bang's ad



campaign is equally impactful, featuring a svelte, nude Jacobs clutching an oversize bottle of Bang. Jacobs said that he and photographer Juergen Teller had experimented with him posing clothed but it just didn't work. "I don't think a jacket or a shirt gives a bang," says Jacobs, with a chuckle. The fragrance (and its attendant line of toiletries) explodes into Bloomingdale's and Marc Jacobs stores in August and elsewhere in September.

HOT TOWELS

PACK UP - HOT TOWELS



Planning a getaway but don't feel like transferring your entire grooming regimen into your carry-on (not to mention making sure they're in airport-security-mandated sizes)? Throw a set of La Fresh travel towelettes into your bag: Each individually-wrapped towelette is TSA-approved for transport. But unlike regular moist towelettes, each of La Fresh's biodegradable wipes is specifically formulated for different grooming needs, including shaving, moisturizing and hair care. A set of travel towelettes "for him" features deodorant, lotion, shave gel and shoe shine, while a "weekender" travel pack includes outdoor necessities like insect repellent, sunscreen and anti-bacterial wipes. Bag a kit for yourself @ lafreshgroup.com.

La Fresh offers a new way to wipe away packing anxiety.

TRUE COLORS



Seven tips to achieving (and maintaining) flawless-looking color and highlights.

It's a new year — time for a new you! One of the easiest and most convenient ways to change your look is by adding a splash of color or some warm highlights. But before you take the plunge and make your salon appointment, there are a few things to keep in mind in order to achieve the look that is best suited for the way you live your life.

We sat down with Louis Viél, co-owner of Miano Viél Salon & Spa in NYC, to get his advice on how to cover gray or simply make your current color look so last year.

1. CONSIDER YOUR LIFESTYLE

Start by determining what color change you want to make and then consider whether that choice fits into your lifestyle. Depending on which look you choose, you may have to visit the salon more often, which means spending more of your time and money there. "Most guys should visit their stylist every four to eight weeks depending on the length of their hair and the service required for the maintenance of their color," says Viél. "If guys have longer hair and are going for a more subtle change in color, they can usually go a little longer between visits." If you're in doubt, your stylist can help determine a hair color that fits your look and your schedule.

2. TAKE IT SLOW

One of the biggest mistakes many people make when first changing their hair color is trying to go from one extreme to the other too quickly. "A good rule of thumb is to choose a color that you love and then go one shade lighter, especially if you're trying this at home," says Viél. This allows you to make adjustments as you progress. Think of it like painting a wall: Though you can easily go from white to black with a few simple strokes of your brush, going the opposite route requires several coats of primer before you can add the new color. The same is true for hair color — you can always go darker, but returning to a lighter shade requires your stylist to lift color from your hair, which can cause damage over time. Taking it slow also allows you and those around you to warm up to the change, making for a more natural transformation.

3. REMEMBER THAT LESS IS MORE

A subtle approach is safer for your hair. "Often times, people will come into the salon and want to drastically change their appearance," says Viél. "While this can easily be achieved with one process, it sometimes requires two or more." Whenever possible, it's best to not exceed two processes in quick succession, as they can begin to break down the cuticle of the hair, resulting in dry, brittle strands that don't look very healthy.

4. USE THE RIGHT PRODUCT

It's important to take proper care of your hair between salon visits, and the right products can help prolong the life of your color. After all, who wants to see all that effort washed down the drain? According to Viél, "A great hair care regime should include sulfate-free shampoos, as well as styling products with little or no alcohol in them — as both of these ingredients can be abrasive and strip the hair of the new color." Look for products made specifically for color-treated hair, but avoid those that claim to add color back. "If a stylist/colorist has done their job correctly, you don't want to mess with it by using products that contain more color." Condition on a regular basis, especially if you're planning to be in the sun or expose your hair to chlorinated water. Going swimming? Apply some conditioner under your swimming cap: it acts as a physical barrier to outside elements that can damage your color.

5. AVOID TRENDS



Trendy hairstyles and colors look great in magazines, but they don't always translate so well to everyday life. Consider Adam Lambert — his jet black hair (not to mention that smoky eye make-up) has become part of his trademark look, but that look probably wouldn't fly in a more corporate setting. Find a happy medium between what's trendy and what's practical:

If you desire Glambert-like locks, start by adding a few lowlights to ease into the darker look. Looking for something even more intense like a bold red or blonde? Start by adding just one or two streaks for an extra pop of color, which can still be easily blended with a more conservative cut.

JOCIO K-PAK Color Therapy Collection is a dual-benefit system that strengthens strands while doubling the life of your color's vibrancy. Using the breakthrough QuadraBond Peptide Complex™ — a blend of peptides, arginine, polymers and African Menketti oil — the collection helps maintain color intensity, strengthen hair and reduce breakage, resulting in shinier, healthier looking hair. \$13.95-\$19.95 @ joico.com



BENNIEFACTOR B MIGHTY™ conditioning treatment contains Vital Hair and Scalp Complex, an essential complex that paves the way to healthy hair by pampering the scalp underneath. A rich mixture of fruit extracts, antioxidants and amino acids makes for a deeply penetrating moisturizer that is ideal for color-treated hair. \$26, call 1-866-B-BRIGHT to order.

6. KEEP IT NATURAL

Covering gray correctly can knock ten years off your appearance, but getting it wrong can make you look older. Leaving a little on the sides is not only sexy, but also helps create a more natural look. If you're concerned with covering part of your gray or even completely concealing it, speak with your stylist about choosing a color that is appropriate for you — completely concealing gray with a very dark color can wash you out (and can create a bizarre hairline). There are many great at-home products that can help cover gray around the crown of the head — while leaving the sides untouched — leaving you with very attractive results.

7. WHEN IN DOUBT, ASK

No matter how much you know about style, properly applying hair color is probably out of your realm of expertise, so make sure you feel comfortable asking your stylist/colorist even questions that might be considered basic. Ask about what colors are best for your skin tone and eye color and what treatment options will be the least invasive but still allow you to achieve your goals. Find out how often you need to visit to maintain your color. The more you ask, the better your stylist will be able to manage your expectations, resulting in a happy, longstanding relationship — not to mention gorgeous color.

For more information about Louis Viél, visit Miano Viél Salon & Spa in New York, NY at 16 East 52nd St., call 212-980-4109 or mianoviel.com.



CUTTING REMARKS

Getting a new 'do can be nerve-racking, and even — in some unfortunate cases — a shear disaster if you aren't up on your salon slang. "A haircut is the perfect chance for change," says Mike Petrizzi, celebrity colorist/stylist of De Berardinis Salon in New York City, "but change can also sometimes end badly."

You're more likely to get snippy over the results if you haven't used the right language to explain your vision. "Everything happens in that first three-minute consultation, so it's vital to ensure that you are on the same page with your stylist before the service begins," Petrizzi says. Next time you're sitting in your stylist's chair, try speaking his language.



The Usual Lingo:
Give me a look that's kind of hip — something for a guy in the music industry.

The Stylist Speak:
I want you to play with the movement of the hair: razor cut it to add texture.



The Usual Lingo:
I need a "boardroom" look because I work in finance.

The Stylist Speak:
Give me clean barbered lines on the sides and a graduated line to a longer top.



The Usual Lingo:
It would be great to look stylish but not too polished when I'm chilling around Chelsea.

The Stylist Speak:
Some point cutting in the interior lengths to achieve that classic bed-head style, please.



The Usual Lingo:
I need something I can rock at a party in West Hollywood, during a day at the beach or in an office for an interview.

The Stylist Speak:
Could you point cut into a longer weight line in the middle of the head?



The Usual Lingo:
Can you give me a versatile look that says "fashionable" but not "fashion victim"?

The Stylist Speak:
A well-groomed haircut with precision lines, please.



GROOMING ON-THE-GO

From endless hours in airports to sleepless nights in hotel rooms, traveling takes a toll on even seasoned jet setters; so there's no worse time to forfeit your grooming regimen than when you're getting around. Whether you're planning a weekend at the beach or an extended stay overseas, consider bringing one of these travel kits to help make your grooming-on-the-go a little easier.



Take the Golden State along wherever you roam with **Baxter of California's Travel Kit**, which comes fully equipped with the brand's most popular travel essentials: Baxter's Daily Face Wash, Oil Free Moisturizer, Super Close Shave Formula, After Shave Balm, Daily Protein Shampoo and Hotel Size Soaps. \$50 @ baxterofcalifornia.com.

Traveling often means getting up-close-and-personal with questionable conditions; so arm yourself with **Frais Luxury Hand Sanitizer**. The individually-boxed vials kill germs with a delicious citrus scent. \$3.50 per 0.2 fl. oz. @ frais.com.au.



HOMMAGE's Verona Travel Shave Set is the luxe-a-holic's must-have grooming collection. The kit includes the award-winning Verona travel razor, shave cream and shave balm packed in airless, leakproof capsules, enough product for about two weeks of shaving. \$250 @ hommage.com.

Lab Series' Frequent Flyer Set — with Multi-Action Face Wash, Max Comfort Shave Cream, Razor Burn Relief Ultra and Daily Moisture Defense Lotion — is complete and completely meets the guidelines of the Transportation Security Administration (TSA). It's all packaged in a dual-zip dopp kit that can be carried on or stowed and checked. \$29.50 @ labseries.com



There's nothing weird about this science: the **MenScience Androceuticals Travel Kit** employs cosmeceutically-active ingredients for high-performance grooming that covers every area of a man's morning routine and comes packed into a sturdy travel bag. \$78 @ menscience.com.



The **Hemergency Survival Kit** can help you handle everything from a quick freshening-up to a full-on groomergency. With 20 essential items, including a hair comb, dental floss, breath freshener, razor and shave cream, it's what MacGyver would need to get out of trouble. \$20 @ msandmrs.com.



GOURMET GROOMING



EVERY MAN JACK CITRUS SCRUB BODY BARS
Citrus and wheat? The combo may sound like breakfast (or beer), but the fresh, clean scent of these bars invigorates, while the veggie base cleans, glycerin holds in moisture and wheat bran scrubs away dead cells, renewing rough skin. \$5 @ everymanjack.com.

ISSIMO RELAX! CHOCOLATE DEAD SEA SALT EXFOLIANT

This decadent chocolate scrub features glistening salt crystals from the Dead Sea. Antioxidant-rich cocoa is combined with 21 minerals found naturally in the salt, resulting in smooth and refreshed skin, while magnesium relieves muscle stress. \$31 @ issimointernational.com



JURLIQUE REPLENISHING CLEANSING LOTION

Using a combination of marshmallow and viola (to soothe skin irritation) with essential oils ranging from rose to lavender, Jurlique Replenishing Cleansing Lotion gently removes surface impurities, leaving skin smooth and moisturized. \$40 @ jurlique.com

ORGANIX MOCHA ESPRESSO SHAMPOO AND CONDITIONER

Start your grooming regimen the same way you'd start your day: with a shot of espresso. Organix's Mocha Espresso shampoo and conditioner use a special blend of espresso bean extracts and cocoa bean oils to indulge the senses, while silk proteins add a multi-dimensional shine. \$7 each



OPALESCENCE TRÉSWHITE SUPREME

Say goodbye to messy whitening strips and hello to Opalescence's new Trèswhite Supreme whitening system, a new over-the-counter alternative to pricey, in-office whitening treatments. Available in three delicious flavors — mint, melon and juicy peach — the system includes preloaded whitening trays that can be custom-fit to your teeth. The trays are worn just 60 minutes a day, and users may see visible results within the first few treatments. \$100-\$200 @ opalescence.com



EARTH THERAPEUTICS RECOVER-E CUCUMBER EYE PADS

Pamper tired, puffy eyes with Earth Therapeutics Recover-E Cucumber Eye Pads. Infused with real cucumber extract, vitamin E and a beneficial blend of nutrients, the pads are pre-moistened to cool and soothe on contact, offering a convenient, one-step solution for comforting and replenishing delicate skin around the eyes. \$6 @ earththerapeutics.com



AMENITY SHAVE CREAM

Maybe money can't buy you love, but it can get you the same great shave as Dr. McDreamy. When Patrick Dempsey needs to clean up after a long day of shooting on Grey's Anatomy he uses Amenity Shave Cream. The rich, non-lathering formula uses a complex combination



of patent-pending ingredients that help protect skin from razor burn and ingrown hairs. And after you're done shaving and have rinsed the cream away, the active ingredients remain on the skin to help combat aging and stressed skin. www.getamenity.com; \$25.00



BULLIE POST-SHAVE + TONER (ALL SKIN TYPES)



Jeremy Piven plays the smooth talking Ari on Entourage, propelling him to cover model and style icon. And when it comes to his skin he turns to BULLIE, the first grooming line to offer skin specific solutions for men. The Post-Shave + Toner has a soothing, natural formula that contains chamomile and ginseng to heal and relieve irritated skin while black tea and white birch, naturally gentle astringents, clear away surface impurities. www.bullicare.com; \$19.00



H/E MINERALS BRONZER



Flawless skin starts with a great grooming regimen, but it doesn't end there. When Hollywood's hottest step onto the red carpet many sport some sort of makeup, and H/E Minerals Bronzer is becoming a favorite among the likes of Orlando Bloom, Brad Pitt and George Clooney. The bronzer uses a highly sophisticated blend of minerals and pigments that provide a hint of color while protecting against airborne pollutants and sun damage, providing a more even skin tone and texture. www.heminerals.com; \$42.00



BAXTER OF CALIFORNIA FACIAL SCRUB



With a starring role in the upcoming summer blockbuster Iron Man, Terrence Howard is one of the hardest working, if not sexiest men in Hollywood; he's one smooth operator. To keep his baby soft skin looking smooth he uses Baxter of California Facial Scrub. This gentle exfoliant uses ground walnut shells to smooth away dead cells while toning skin and revitalizing the complexion. www.baxterofcalifornia.com; \$12.00



COMFORT ZONE EYE SUPREME MULTI-ACTIVE PATCHES



Juggling fatherhood and a busy career doesn't leave much time for Usher Raymond to rest, but at least he's found some relief for his eyes. Comfort Zone's Eye Supreme Multi-Active Patches use advanced technology to help rejuvenate and revitalize tired eyes. The innovative hydrogel patches are infused with a blend of peptides, including Colaxyl™, which has similar features of human collagen. Try chilling the patches for an intensive, cooling treatment for tired, puffy eyes with dark circles and wrinkles.

www.comfortzone.it; \$88.00



SUKI LEMONGRASS HERBAL CLEANSER



One look at Jake Gyllenhaal on the big screen and who wouldn't want to get down and dirty with him? But he cleans up well thanks in part to the Lemongrass Herbal Cleanser by Suki. The cleanser uses chamomile and vitamin C for clear, healthy skin, while a mild exfoliate helps with cell renewal and safely removes dead skin, dirt and toxins.

www.sukipure.com; \$24.50

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