

Grooming Matters



Presenting: 12 Healthy Habits of the impeccably groomed man

Once, a man who spent too long in the bathroom was met with scorn and suspicion. Thankfully times have changed but even now it's easy to feel overwhelmed by the amount of advice, opinion and small pots filled with expensive goop on the market.

The trick isn't to spend a fortune on a thousand different products but develop a daily routine that is quick, simple and easy to maintain, so you don't let yourself (or your carefully assembled outfit) down.

1 | Become a regular at your barbers

If you've noticed your hair needs a cut, then other people have too. Be proactive, not reactive – Have a regular place you trust. Book your next appointment while you're there for roughly 4 weeks time, and stick to it. The right product can make all the difference.

2 | Know which hair products work for you

Thicker hair and messy styles can handle waxes and pomades, but if your hair's thinner, then lighter products and sprays will give you some staying power. Ask your barber if you're a bit in the dark

3 | Find your signature scent

Aftershave isn't supposed to be loud or obvious but a subtle part of your overall presence. Find one or two classic scents you really like and invest in them.

4 | Take care of your smile

One of the first things people notice is your teeth. There is no excuse for ignoring your oral hygiene. Electric toothbrushes are designed to do most the work for you, and are better for your health: rotating brushes reduce 11% more plaque than manual toothbrushes, and can also significantly reduce gum problems. Use a mouthwash after you brush first thing in the morning.

5 | Learn how to manscape properly

Trimming your nether region is not only perfectly acceptable, it's polite. Just aim for what you'd appreciate in a partner, i.e. keep things neat and tidy. Top tip: keep whatever device you use for this sensitive task separate from what you shave your face with



6 | Scrub your face

Face scrubs are just textured face washes designed to get the dead skin off your face (particularly the nose, the most exposed part of your face). Use one on a Monday morning to scrub the weekend off your face, and every other day of the week go for a plain face wash that's less abrasive.

7 | Manage your facial hair

Facial hair of any length needs to be tamed and maintained if you want to be taken seriously. You don't have to spend much on a beard trimmer, so pick one up and get into a weekly habit of tidying up.

8 | ...Or learn how to shave like an expert

Learning the basics of a good shave is important. Preparing your skin beforehand with a shave oil will help the razor glide over your hairs, while soaking the blades in warm water will help your pores expand, allowing the hair to come off your face with less redness and irritation. If it still feels like a chore, leave your precious face in the hands of the experts and get a professional shave once a week.

9 | Put your best foot forward

A good foot care routine is still important. After a bath or shower, use a pumice stone on any dead skin, then apply moisturiser. Keep toenails trimmed and clean. Now, when you wear your flip flops you won't cause disgust in others.

10 | Tackle dark circles

Patches under your eyes, where dark circles and puffiness reveal your heavy weekend, make you look under-slept and older than you are. Incorporate an eye roll-on into your morning routine to help counter the problem.

11 | Sort out stray hairs

Unruly, bushy eyebrows, nose hair and ear hair are a problem. Keep on top of these with trimming or plucking. If you're unsure, ask your barber to tidy your brows up when you're next in. Believe us, he's heard it before. Some barbers will take care of your ear hair too, but you'll have to trim your nose hair yourself.

12 | Nail your hand-care routine

Cutting your nails once a week – preferably after a bath or shower, to soften them and make them easier to trim – is basic. But that rough, flaky skin around the nail bed that somehow irritates you more than it looks like it should? Treat with a tiny bit of moisturiser every couple of days to smooth things over