



Photo: Anthony Marsland / Getty Images



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# How a Man *Should* Groom

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**G**rooming used to be a simple thing. You'd have a bar of soap, a blade, some clean water and that was that. That was before face creams started popping up with "For Men" labels and salons started hiring (and servicing) dudes. Today, grooming leads to a labyrinth of products and services for men, where no specific need is left unmet. But as crucial as it is to know which shampoos curb baldness or the difference between pomade and wax, so is a good grasp of the basics: a straight razor shave, a clean haircut, a barber you can vent to, that sort of thing. If you can strike a balance between the old school and the new school, then you're a step ahead of the curve. That's the point of this guide—to remind you that fancy creams are fine, but you'll never know where you're going until you know where you've been (Did Joe Strummer say that? We can't remember. Blah, you get the point). Go forth and look great.

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Got a grooming question? Send it to [groomingtips@sharpformen.com](mailto:groomingtips@sharpformen.com)





## The 21st Century BARBERSHOP

Toronto's Mankind Grooming Studio has changed what it means to visit the barber—in the best way possible.

A barbershop is a sacred place. Every man who's been to one knows this. Between a barber and his client (friend, really), there exists an unspoken bond that needn't go past a handshake, good chats and a cleanup. The barbershop is where men go to be men. The game will be on and no one will ask anything of you, not for an hour or two anyway. It's a simple yet beautiful concept. Mankind Grooming in Toronto understands this. It's buried among the high-rises that line Richmond Street, in the city's west-end fashion district, the territory of creative agencies and would-be designers. His name is Noel Naguiat and he still works in advertising. He and his business partner Jason Culala, a hairstylist, don't look like your typical barbers, and neither does their barbershop. "Today's man is different," explains Naguiat. "He still wants to be pampered, but he wants to take better care of himself. Plus, women get to have salons. Why can't we have something similar?" But what about that respect between friend and barber, and the little things that make it feel like a barbershop? It's all there. You can tell by the 1953 Takara Belmont chairs on the left, and Brian, a lean fellow who spends all day skimming men's faces with a straight razor. He's good at it, too. For sixty-five

bucks, Brian seats you in what looks and feels like a reclining throne, wraps your head in hot towels to "loosen up the follicles before I chop 'em off" and smears your face with a glob of Gentlemen's Refinery pre-shave oil before taking his flashing blade to your neck. "I'll do a custom shave, too, so you can keep your beard just the way you want it." It's the kind of therapy modern technology will never top. Then there are not-so-typical-barbershop things, like 22-inch flat-screens playing highlights at every cutting station, a "manctuary," with a big, black leather sofa, an epic 65-inch LCD screen, a Sony PlayStation 3 and a moose head mounted on the wall. The services available can fill a menu. According to Jason, the "Alpha Male" (\$45) is a hit. It gets you a haircut (and they'll swing any style you want), a hot towel massage and a paraffin hand treatment. A manicure takes place at "the bar," where you sit on a stool, lay your hands on a wood counter and Emma—their cordial certified skin therapist—takes care of the rest. There's even a "Foot Detailing" (\$30), if you so desire. The joint your dad brought you to wouldn't have things like facials, which Noel also offers, or men in skinny jeans getting hot stone treatments, or a cute receptionist to greet you. Then again, times will always change, and so will the way we groom.

**MANKIND GROOMING STUDIO**  
477 Richmond Street W.,  
Suite 103  
Toronto, ON  
416-551-1113  
mankindgrooming.com



Does work have you living out of a suitcase? Check out [sharpformen.com](http://sharpformen.com) this month for a few places to visit around the world for a good cut, a shave or a massage.

## The Best HAIR PRODUCTS



**HEADBLADE HEAD SHED LOTION**  
A pre-shave solution for your head is just as important as the kind for your face. A good quality lotion like this one sloughs off dead skin and preps you for a smooth, painless shave. \$10



**TRUEFITT & HILL ULTIMATE COMFORT REPLENISHING CONDITIONER**  
Another product made here in Canada, Truefitt & Hill's Ultimate Comfort Replenishing Conditioner smells great (like lavender and lime, which will wake you right up every morning) and it'll leave your locks feeling soft and static-free. Made for all types of hair. \$27



**MALIN+GOETZ MOISTURIZING SHAMPOO**  
A regular shampoo won't cut it for hair that's dry or damaged. Also, a lot of shampoos strip your scalp of sebum (its natural oil). Go for Malin+Goetz's Moisturizing Shampoo—a hair cleanser blended with hydrating amino acids and plant extracts that'll wash your hair and help it to retain its moisture. Use it thrice a week instead of every day, that way you'll give your sebum a chance to catch up. \$31



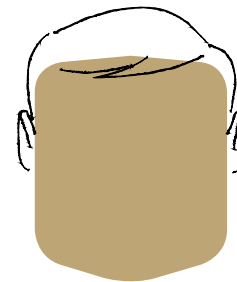
**SHARPS MISSION: CONTROL GUCK-IN-A-PUCK**  
Work two fingertips' worth of this stuff into your towel-dried hair for medium hold. Conveniently, it's not so stiff that you can't re-mould as often as desired. Leaves your hair looking stylishly nonchalant, much like a modern-day James Dean. \$16

## No 17

300 THINGS YOU PROBABLY DIDN'T KNOW ABOUT YOUR BODY:

Grey hair is caused by the creation of hydrogen peroxide in our follicles, which, in turn, blocks the production of melanin, our hair's natural pigment. "Eat more red grapes and drink red wine," says Dr. D.J. Verret, a plastic surgeon based in Plano, Texas. "Both are known to have a special antioxidant called resveratrol, which can help to slow the greying process over time." Not that there's anything wrong with going grey (see sidebar).

## HAIR DECODER: The Best Cuts to Suit the Shape of Your Face



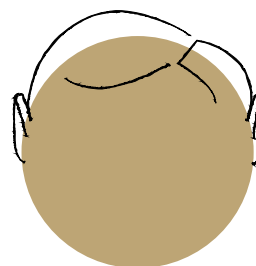
Square

Look towards a more rounded look, so as to soften your natural head shape. A rounded fade, with your haircut very close then tapered from your temple upwards, looks clean and classic. Make sure it's extra tidy around the ears and leave the top longer.



Oval

If you've got an oval shaped face, you can get away with anything; so don't be afraid to experiment. Go with more textured looks rather than sticking to a specific shape. A suggestion: if you've never worn longer hair, try it out. Ask for a style that'll look naturally shaggy.



Round

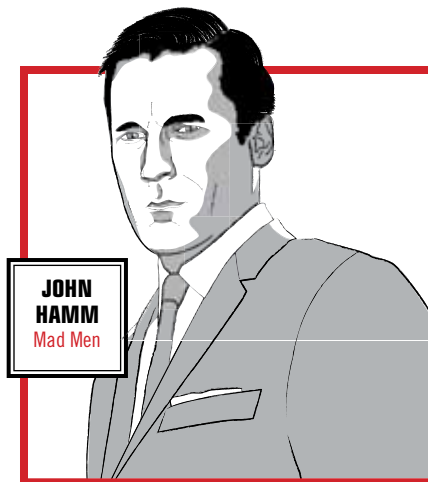
To offset a round face, ask for leaner sides and a good amount of length on top. What you want is balance. Square-shaped styles always work well here, as will an off-centre part. Beards and neatly trimmed mustaches help enhance the overall look.



Long

Longer on the sides and shorter on top always looks best here. Ask for a layered cut with a subtle, mod-style fringe (don't worry, you won't look like Justin Bieber) but leave it a bit tousled, to avoid looking like a bowl cut.

## The One Haircut That Will Never Go Out of Style: "THE DRAPER"



JOHN HAMM  
Mad Men

✂ The next time you go to your barber, tell him to cut your hair trim and tapered on the sides (if you don't want it too short here, ask him to use scissors—a good barber should never have to rely on clippers). As for the top, your barber may try to convince you that longer is better. If he does, resist. Tell him you want it to have fullness on top, but to trim it a little as well. You don't want there to be a lot of contrast between the top and the sides. Also, tell him you'll want your part on the left side of your head. When he's done, tell him he's the man for making you look more like one yourself.

## A Word on Shampooing

No matter what anyone tells you, you don't need to wash your hair every day. At first, this might sound weird, but it's true. Here's why: Shampoos, especially the big name brands, can strip away some of the natural oils in your scalp that keep your hair healthy. We're not saying shampoo after a hockey game is bad. Sweat is sweat; it's gross and it smells and it needs to go. Otherwise, keep your lathering to two or three times a week.

With thanks to Tony Ricci, 2010 North American Hairstylist of the Year, L'Oréal Professionnel Portfolio Artist and Owner of Ricci Hair Co. in Calgary.

## THE SILVER FOX: Five Reasons to Embrace Grey Hair



McDowell, M.



Danson, T.



Cooper, A.



Jarmusch, J.



Slattery, J.





300 THINGS YOU PROBABLY DIDN'T KNOW ABOUT YOUR BODY:

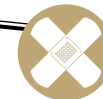
## No 44

Do you ever find yourself scratching the hell out of your scalp (or face) like a cat on speed, only to find the same, scaly blotch of red skin? That's seborrhea, and you're among the many men who have this. Not to worry, though. "Simply using the right medicated soap or shampoo with 2% pythione zinc will treat the problem," says Dr. Cynthia Bailey, a dermatologist who blogs about her work (otbskincare.com). Most dandruff shampoos will do the trick.

### A FEW QUICK FIXES

for Some Common Grooming Conundrums

What to do if...



#### YOU'VE GOT A NASTY PIMPLE ON YOUR FACE:

"The simplest solution for acne is to use a cleanser with benzoyl peroxide," says dermatologist Dr. Cynthia Bailey. "This single, nonprescription medicine ingredient kills the acne-causing bacteria better than prescription topical antibiotic medicines." It's also the best option you have for unclogging pores and zapping blackheads. "Look for products with concentrations of 5 or 10 percent, and make sure to keep it away from your coloured clothes and towels, as it'll bleach them."

#### YOU CUT YOURSELF SHAVING:

There are few methods to stop the bleeding when this happens. This one's our favourite: Grab a Q-tip and dab one end in some petroleum jelly, then rub it on your cut. The waxy qualities of the jelly will both seal the nick and provide a surface for the blood clot to form. You can also try this: grab an ice cube and place it on the cut for a minute or two. This constricts the blood flow and also forms a blood clot.

#### YOU'VE GOT A CALLUS ON YOUR HAND:

Soak your hand in warm water for 20 to 30 minutes (add a bit of antiseptic lotion in the water, it'll help soften the skin around the callus). If this is a new callus, a generous application of hand moisturizer after the soaking will do the trick. If the callus is rock hard, you'll have to exfoliate it. Grab a good quality pumice stone and rub it gently on the callus in a circular motion. If you see layers of skin falling off, you're doing it right.

### Your GROOMING Tool Kit

In order to give yourself a proper tune-up, you'll need the right tools.

#### 1. THIERS ISSARD 5/8"

*Le Thierois Straight Razor*, \$300

#### 2. ILLINOIS RAZOR STROP CO.

*361 Hanging Razor Strop*, \$70

#### 3. GROOM MATE

*Platinum XL Nose Hair Trimmer*, \$30

#### 4. TWEEZERMAN

*Stainless Steel Nail Scissors*, \$26

#### 5. TAYLOR OF OLD BOND STREET

*All-Natural Classic Toothbrush*, \$30

#### 6. H.L. THATER SILVERTIP

*Shaving Brush, 22 mm*, \$130

#### 7. CYRIL R. SALTER PEARWOOD

*Pure Bristle Nail Brush*, \$10

#### 8. TWEEZERMAN

*Slant Tweezers*, \$26

### Six Grooming FAUX PAS



#### EAR SPROUTS

Old men aren't the only ones capable of growing these—ear foliage can afflict a man of any age.



#### TOO MUCH HAIR GEL

To understand why, just watch 30 seconds of Jersey Shore.



#### WEIRD EYEBROWS

No feminine shapes, no dye jobs and no over-plucking and make sure you always have two.



#### BIG, BUSHY BEARDS

If the hair on your face is thick enough to shelter small woodland creatures, trim the damn thing down.



#### FURRY NECKS

If you wear a beard, keep your neck clean. Same goes for the back of your neck, where your hairline can get messy between haircuts.



#### FAUXHAWKS

Like David Beckham's footballing career, they died years ago.





## The Chemistry of COMMON SHAVING

Ever thought about what's in your shaving cream? It goes on your face, after all.



“Shaving cream softens your beard, opens your pores and lifts your face and neck hair follicles, making it easier to slice them off,” says Perry Gastis, master barber and founder of the Gentlemen’s Refinery, a boutique line of grooming products hand-crafted in Oakville, Ontario. “It’s a highly alkaline formula.”

All shaving creams use a variety of common ingredients to achieve their intended purpose. They typically contain water (which makes up almost 80 percent of the cream), stearic acid, potassium hydroxide, among a few other essential commodities. Where the difference comes in are the complements, the “extra” ingredients that give the creams the extra level of quality.

“It’s like when you bake a cake,” says Eric Roos, co-founder of Nancy Boy Inc., the San Franciscan maker of its acclaimed Signature Shave Cream. “Everyone uses the same base, which is flour, egg and water. But it’s what you add that makes a great shave cream.”

**PERRY GASTIS**  
Founder,  
The Gentlemen’s  
Refinery



High-end creams emphasize quality chemicals. the Gentlemen’s Refinery and Nancy Boy are both glycerine-based, which enhances their glide. They then use plant oils to further soften the beard and soothe the skin. Nancy Boy uses avocado and pistachio oil; The Gentlemen’s Refinery, certified organic bergamot oil. Another Canadian-made shave cream, J.M. Fraser, puts in high-grade coconut oil. For scent, Nancy Boy and the GR emphasize essential oils. Roos uses lavender and peppermint: “Essential oils give you a nice aesthetic when you shave, but they wash off,” so you’re free to use other fragrances. Gastis, in turn, uses organic basil and anise to create a scent that evokes Sambuca in his Black Ice shave cream.

“Cheap shave creams use cheap ingredients. Makers of said creams are ‘spending pennies’ on the actual product,” says Roos. “They typically don’t contain glycerine, and what they do have in them is bad for you. Artificial fragrances, ‘weird molecules’” says Roos, “cling to the skin, overpowering any other scent you’re wearing. Most of these creams also contain alcohol—a huge downside, since alcohol actually closes your pores and dries out your skin. “When you open the pores, you want to make sure that nothing harmful goes into your skin,” says Gastis. “We go to great lengths to ensure that only the best ingredients are used.” **Rob Near** [WWW.THEGR.COM](http://WWW.THEGR.COM)

## The Best FACE PRODUCTS



### EDWIN JAGGER MOISTURIZING AFTERSHAVE LOTION

Of all the aftershaves we tested, it moisturized the best, which means it can easily double as a moisturizer. It’s made with a blend of natural ingredients and plant extracts, which soothes and hydrates freshly shaved skin. \$40

### CROWN SHAVING CO. SHAVE CREAM

A new, Canadian-made shave cream that feels and smells like the old-fashioned stuff your pop used to use. Enriched with white ginger and tea leaf extract to nourish skin, and it’s alcohol-free. You can use your hands to rub it in, but a badger brush will do a better job. \$24



### BAXTER OF CALIFORNIA CLARIFYING CLAY MASK

Patrick Bateman may have been an American Psycho, but the guy knew the importance of a good clay mask (they absorb excess oil that causes blemishes and acne). Apply a thin layer of this stuff to your cleansed face. Let it dry for five minutes then remove with warm water. \$20

### CLINIQUE MEN FACE SOAP WITH DISH

While a bar of soap isn’t always the best cleanser option for your face (most soaps dry out skin) this one’s a notable exception. It’ll leave your skin feeling brand new, doing away with impurities and dirt. Lather a bit on your hands then go nuts. Don’t forget your neck. \$15

300 THINGS YOU PROBABLY DIDN’T KNOW ABOUT YOUR BODY:

No 06

Athlete’s foot is so common and contagious that if your feet are dry or crusty then you probably have it. “Treatment is simple,” says Dr. Bailey. “Apply a terbinafine or clotrimazole-based cream twice daily for two months, no less, regardless what the products say, and you should be fine.” The good doctor also recommends dusting your shoes with Zeasorb AF powder, which is available at most drug stores.

## How to SLAY THE DRAGON



- Drink lots of water and eat foods that are nutritious, like fresh vegetables. Nutrients that come from healthy foods can help fight gum disease, a major cause of bad breath.

- Brush your teeth and tongue at least twice a day using a soft-bristle toothbrush.

- Don’t skip flossing. If you do, you’re missing more than a third of the tooth’s surface and food stuck between teeth is another cause of bad breath.

- Use a strong mouth rinse that’ll kill cavities and stave off gum disease.

- Go to the dentist regularly. The dentist won’t just give your mouth a good cleaning, she’ll be able to see early signs of things like gingivitis, which leads to long-term bad breath that can’t just be brushed or flossed away.

With thanks to Dr. Antony Carbery, consulting dentist to Crest and Oral-B, Montreal.

## An Amusing Excerpt from A GOOD BOOK ABOUT BEARDS: “The Bearded Gentleman Manifesto”



**YOU ARE A MAN WITH TESTOSTERONE IN HIS VEINS.** It is your right to grow facial hair as you see fit.

**NEVER APOLOGIZE, NEVER EXPLAIN.** People will project all kinds of meaning onto your furry face. Let them. Then flash them with a big smile.

**HOLD YOUR HEAD HIGH—YOUR FUZZ WILL SHOW BETTER.** Be fearless. Be playful. Whiskered confidence is sexy.

**DEFEND THE RIGHTS OF YOUR FELLOW FACIAL-HAIR PROPONENTS.** Challenge pogonophobia in all its forms.

**RESPECT THE SHORN.** They have not yet found their way.

**REMEMBER THE PROUD HISTORY OF FACIAL HAIR THROUGHOUT HUMAN DEVELOPMENT.** At times it is seemingly vanquished only to sprout again, ever bushier.

**YOU ARE NO CORPORATE SLAVE.** Push the whisker envelope at work to pave way for the next generation of furry faces.

**POTENTIAL LOVERS ONLY THINK THEY DON’T LIKE FACIAL HAIR.** They need to be bewitched.

**CHANGE IS GOOD.** Combinations of three simple ingredients—beards, ‘staches, sideburns—are endless. Your face is your canvas to adorn.

**CELEBRATE THE HUNDREDS OF HOURS,** the gallons of water, the thousands of dollars (in products) you have not wasted in shaving your face completely clean every single day of your life!

The Bearded Gentleman, by Allan Peterkin and Nick Burns. Arsenal Pulp Press, \$17.



## 5 TIPS for a healthier mug

1 Use a gentle cleanser rather than soap, particularly in the wintertime. Most soaps tend to dry out the skin.\*

2 After gently rinsing your face with lukewarm water, pat it dry then rub on a non-comedogenic moisturizer (which means it won’t block your pores), like Impruv Cream.

3 Every morning, put on a sunscreen or moisturizer with sunscreen, regardless of the weather. Make it a habit, like brushing your teeth.

4 Use a topical vitamin A cream like tretinoin or retinoic acid (by prescription), or the milder over-the-counter form, retinaldehyde (or retinal), for anti-aging effects. It’ll minimize fine lines, fade brown spots and smooth out your skin texture. Vitamin C-based creams are also quite helpful in this regard.

5 Watch what goes into your mouth. Alcohol and caffeinated drinks dehydrate the skin, and smoking is just plain brutal for it. Also, get a good night’s sleep (eight hours or so) and eat more fish, fruit and vegetables.

With thanks to Dr. Benjamin Barankin, Dermatologist, The Dermatology Centre, Toronto.

\* Except for that Clinique stuff on the last page. Hey, we don’t mess around.

## Dude, You’ve Got to Try This Night Cream

★ A night cream? Yes, that’s right. Similar to what wifey applies to her crow’s feet before bed, except rather than giving your skin that youthful, girlish glow, this stuff soothes irritation and combats ingrown hairs (which occur when hairs either get pushed back into the skin while shaving or curl backwards and re-enter the same follicle). It also moisturizes, exfoliates and unclogs pores, all while you sleep. The result? No more quizzical stares at your neck during early-morning meetings.

THE ART OF SHAVING INGROWN HAIR NIGHT CREAM, \$40





## THE 5 Immutable Rules of Body Grooming

Some people call it "manscaping." Purge the term from your mind. It's like saying "metrosexual," and we cannot, in good faith, condone such silly and contrived labels. Just call it body grooming, yeah? Good. Now that we've got that out of the way, let's get you edified on what to do (and what not to do) when it comes to this delicate routine.

1

**USE AN ELECTRIC TRIMMER**, not a pair of scissors. Ever seen what a man's nipple looks like after getting accidentally snipped off? Of course you haven't, and if you never want to, heed this rule.

2

**NEVER WAX.** Your hair won't grow in thinner if you do, so why go through so much pain?

3

**YOU'RE DOING THIS FOR YOURSELF, NO ONE ELSE.** There are women who contend that unless you're as smooth as Lance Armstrong, you can forget about getting lucky. Good for them. Remember that for every hottie who demands this, there are just as many who prefer their men to look like men. If you like the way you look hairless, great. Just don't let this sort of thing hinge on unreasonable claims from the opposite sex.

4

**WHEN YOU, UM, YOU KNOW, SHAVE, FINISH UP WITH SOME TALCUM POWDER.** It'll prevent itchiness. And always use an unscented shave cream. The skin here is super sensitive, and alcohol is the last thing it needs.

5

**BALANCE, BALANCE, BALANCE.** If you're going with a number two on your legs do the same with your chest. Otherwise, it'll just look half-assed. One thing, though: leave your forearms untouched. A man's arm should never grow stubble.

## Your WINTER GROOMING Battle Plan



The scathing rays of summer now give way to a new enemy: winter, along with a gauntlet of wind, frost, and dry indoor air that leaves skin dry and flaky (thanks, central heating). Your skin is no match for these conditions, so it's time to step up your regimen. Here's how you're going to do it.

### SHAVE, MOISTURIZE

"Replenishing lost moisture and protecting the skin is essential during this time," says Kristina Vanoosthuyze, Principal Scientist at the Gillette Innovation Center in Reading, England. "The harsh elements can compromise the skin's barrier, leading to increased shaving irritation." Your priority: a quality moisturizing after-shave with hydrators like emollient oils and glycerine.

**Get:** Gillette Fusion ProSeries Intense Cooling Lotion, \$7

### DEFEND THY BODY

Your face isn't the only thing that takes a beating during winter. The rest of you is just as vulnerable, your knees and elbows in particular. Get your hands on a body moisturizer and put some on every morning after your shower. No, it's not girly.

**Get:** Jack Black Cool Moisture Body Lotion, \$20

### DON'T FORGET THE SPF

Just because the skies get greyer doesn't mean UV rays go away. "It is scientifically proven that some damaging effects caused by UV radiation are greater in men than in women," explains Vanoosthuyze. "Also, daily exposure to sunlight causes photo-aging can lead to skin cancer." Use a moisturizer with broad spectrum UVA/UVB protection religiously.

**Get:** Anthony Logistics for Men Facial Moisturizer with SPF 15, \$30

### CHAPPED LIPS

When smiling starts to sting and zombies mistake you for their own kind, reach for a lip balm or petrolatum-based ointment (like Vaseline) that'll both seal in moisture and repair the damage. Here's something else you can do to help: stay well hydrated. Drink eight glasses of water a day.

**Get:** Dermalogica Renewal Lip Complex, \$34

## The Best BODY PRODUCTS



### LIPIKAR SURGRAS ANTI-DRYNESS SHOWER CREAM

A body wash you'll need for this time of year, especially if your hide tends to dry out more when the mercury drops. It's paraben-free (a nasty chemical used as a preservative in a lot of cosmetics) and restores the organic compounds in your skin that improve cell structure and metabolism. \$25



### OLD SPICE FRESH COLLECTION—DENALI

If Mother Nature had her own signature scent and decided to pack it into a deodorant stick, this is what would come of it. This one is easily the freshest-smelling of the four Old Spice sticks that that funny guy endorses in all those web videos. \$5



### BRAUN CRUZER3

Braun calls this a "three-in-one" trimmer, and aptly so: it'll make quick work of your sideburns, beard and body hair. It's also got a "multidirectional floating foil shaver head" that keeps hairs from getting trapped. Expect 30 minutes of cordless shave time. For the man who wants to keep things neat, while not necessarily staying clean-shaven. \$100



### KIEHL'S CROSS-TERRAIN DRY RUN FOOT CREAM

If your feet get excessively sweaty when you exercise, grab this. The sweat-absorbing qualities of volcanic extracts and aloe vera won't only keep your feet dry, they'll help relieve minor skin irritations, too. Rub it on before you get active and let it dry. \$24

300 THINGS YOU PROBABLY DIDN'T KNOW ABOUT YOUR BODY:

No 121

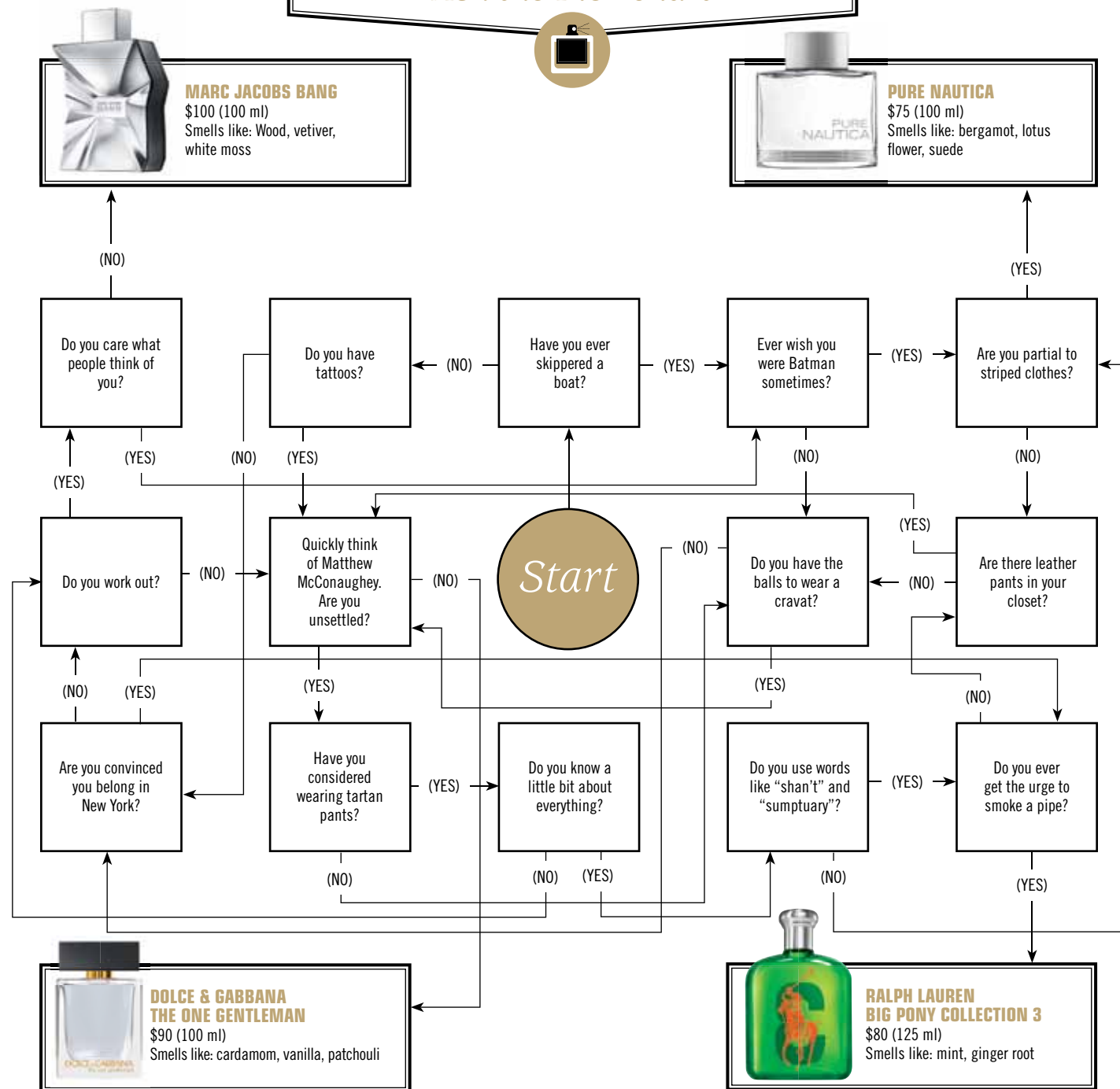
Collagen is a protein in our bodies that holds our skin together, making sure it doesn't wrinkle or sag prematurely. It so happens that a man's collagen content is higher than a woman's, which means that it typically retains its shape for longer. Sorry, ladies.

300 THINGS YOU PROBABLY DIDN'T KNOW ABOUT YOUR BODY:

No 214

The hair on a man's face is denser than the hair on a woman's legs, underarms and, ahem, bikini area. In fact, on average, a man's beard has almost the same number of hairs as a woman's lower legs and underarm area combined.

## WHAT'S YOUR SCENT? Ask the Flowchart



Sharp's Grooming Editor Leo Petaccia's Southern Italian blood ensured that he was shaving by 14, and by necessity has taken a strong interest in the finer points of male grooming ever since. Leo has personally tested all manner of products, depilatory and beyond, and answers readers' grooming questions in every issue of Sharp. His expertise was recognized by Procter & Gamble with a Best Grooming Feature award in 2009.