

# PURE MENERGY

MOVE ASIDE METROSEXUALS, THE  
MANLY MAN IS BACK—WITH  
A VENGEANCE!

BY AMY DODDS

The new buzzword on the street: menenergy. Coined recently by Horacio Silva in *The New York Times*, the term describes the hypermasculinity that's currently being seen on the runways—a 180° shift from the pretty boy look of seasons past. But don't make the mistake of assuming that menenergized men are opting to look like cavemen. Rather, these he-men are cutting dashing figures in perfectly tailored outfits with coiffed 'dos and, for the most part, clean-shaven faces. Think Golden Globe winners Jon Hamm from AMC's *Mad Men* or David Duchovny from Showtime's *Californication*. And many former celeb metrosexuals, such as George Clooney, Orlando Bloom, David Beckham and Brad Pitt, have successfully made the transition from metro to übersexual with as much menenergy and panache as possible. What does this mean for you? Know what these men need before they walk through your doors because, goodness knows, they won't want to ask.



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## There's a New Grant in Town

While 2008 is seeing its fair share of what American Crew creative director Craig Hanson calls the “younger, free-spirited guy,” it’s the “classic-driven man” who’s really making his presence known. “We’re definitely seeing a return to handsome and wholesome looks for men,” Hanson explains. “Hair is meticulously coiffed with deep side parts and a healthy shine of product.” Who better encapsulates this trend than George Clooney? For your guys who emulate this megastar, these products will keep them looking suave and downright Cary Grant-esque.

Although his hair may be more salt than pepper, it doesn’t mean that dandruff won’t ruin his sleek style. **ThermaFuse Thermadan Shampoo** uses an infusion of soothing herbs to relieve itchy, flaky scalp while it protects against heat-styling damage.

Suave guys leave nothing to chance, and that includes their ‘dos. With its super-strong hold, **Matrix Men Firmfix Gel** uses patented PowerGrip Style Control Agent to lock hair into place while adding flake-free luster.

Clooney states that he doesn’t spend loads of time on grooming. However, not all of your guys were blessed with this A-listers’ natural good locks—er, looks. That’s where goodies like **Woody’s Headwax Pomade** come in: Beeswax adds texture and thickness, while hemp seed oil nourishes and adds shine.

For those days when not just any pomade will do—like when he’s tooling around on his chopper with his squeeze-of-the-moment precariously perched behind him...to avoid the paparazzi—**Graham Webb Brit Style Wax Pomade** delivers touchable hold while providing soft control and second-day texture.

Although he sometimes sports a face full of fuzz—as menergized men are occasionally wont to do—the smooth skin that ladies love comes by shaving with the right products. Check out **American Crew Essential Shave Oil**, which preps his manly mug with a blend of 12 oils to lubricate, protect and invigorate skin.

It isn’t as action-packed as *Ocean’s 13*, but it’s close. **Master Well Comb Ocean Blue After Shave Lotion** invigorates shaved cheeks and chins with a soothing yet spicy infusion of glycerin and menthol.

No matter how blasé he may seem to be about aging, wrinkles still (secretly) freak him out. Packed with antiaging Phyto-Stimuline technology, ultra-hydrating **Yon Ka for Men Age-Defense** delivers ingredients to keep his visage looking as young as he feels.



## A Pirate's Life

"Most of my clientele and friends are metrosexuals, however they're beginning to *hate* that word," says Cori Randall, Matrix artistic designer. But that doesn't mean they're shying away from grooming, she laughs. "They still find the best stylist in town, use whatever it takes to achieve the goal look, and spend the time to be well-groomed—but now they're making sure it looks as though everything just fell into place effortlessly." Take a styling cue from Orlando Bloom, who has morphed from pretty boy to the real McCoy with pure, menegized swagger. Jack Sparrow would be proud.

Pirates are notoriously grubby—and their hair needs washing, too. **TIGI Bed Head for Men Clean Up Daily Shampoo** and **Peppermint Conditioner** employ a host of natural ingredients like saw palmetto and ginseng root extracts to promote healthy hair growth while cleaning filthy manes.

Not all buccaneers are blessed with full heads of hair. Nor can the average guy get away with wearing an ostentatious, feathery chapeau. Encourage him to use **Nioxin Scalp Treatment 1 Natural Hair Normal to Thin-Looking** daily to prevent the curse of the defoliated dome.

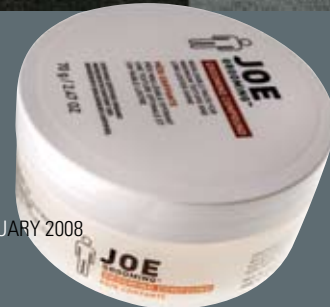
His tousled look is more art than design. Recreate it with **Philip Pelusi P2 Roots Texture Groom for Men**. This nongreasy cream adds thickness and builds light body without leaving strands oily, stiff or sticky. Bonus! It contains natural sunscreens.

Sometimes he needs a muscle-pumpin' style. New kid on the block **Joe Grooming** introduces its **Grooming Compound**, a pliable, water-based styling paste that will help him commune with his masculinity by delivering maximum texture and low-luster shine.

Swashbuckler or not, he still wants the façade of a controlled style. Containing elasticizers for flexible styling, **ghd Precision Wax** creates a mussy, textured finish with glossy sheen.

Sure, Orlando *looks* bronzed, but let's face it: He's British—all of those blokes are pasty white! That's where **HVE Bronzer for Men** comes in. Not only does this miracle maker deliver a sun-kissed visage sans damaging rays, but it also actually prevents those rays from reaching his delicate skin with SPF 18. Smashing!

Keep his boyish good looks intact with **Dermalogica Invigorating Shave Gel**. This oil-free shaving aid infuses skin with antioxidants to help keep the signs of aging at bay, while soothing wheat germ and yeast extract combat the irritation, reddening and peeling associated with shaving.





## Hot Fuzz

Although Hanson points out that the Classic Gentleman is making a comeback, the menegized man can still sizzle with scruff, whether it be on his head, his face or, a la Beckham, both. But just because he lets his whiskers grow, doesn't mean that he can't take grooming seriously. "Men are more comfortable than ever before about maintaining a groomed appearance—right down to manicures and good skin care," explains Hanson. But bear in mind that menegized men want products made specifically for them. Linda DiMariano, national training manager and curriculum development for P&G, summarizes, "Men look for products that have a manly scent, are quick and easy to use and have masculine packaging."

Lori Green, director of marketing for American Crew, agrees, laughing, "You won't find too many men comfortably picking up a hot-pink bottle of shampoo to use."

So what are manly men looking for in terms of skin care? "Clean pores, moisturized face and bright eyes," Hanson counts on his fingers. "We underestimate the man and his vanity!"

While he may be getting more play off the field than on, he still wants his shampoo to perform. Containing naturally derived exfoliants and calming ingredients like licorice extract, **Aveda Men Pure-formance Exfoliating Shampoo** deep-cleanses hair and exfoliates the scalp to remove dead skin cells, excess sebum and product buildup.

Stubble, stubble everywhere and not a strand to style? No way! Even super-short strands can benefit from **Short Sexy Hair Frenzy**, which delivers bulked-up style with a matte finish. Sexy, indeed.

Sometimes a buzzed 'do can make your menegized man look a little thin on top. No worries; **Xfusion Keratin Hair Fibers** make his shorn strands look thicker and fuller in seconds with no detectable aftereffects. Available in a myriad of shades to match any haircolor.

Running around and getting sweaty all day can result in clogged pores, despite how many times he cools off by stripping to the waist (although we don't mind if he does). Packed with exfoliating micro-beads to remove dead skin cells and pore-clogging dirt, **Clubman Shave Exfoliating Cleanser** contains the antioxidant green tea and hydrator aloe vera.

Get a great wet look, no matter how short the strands (and sans the sweat), with **Paul Mitchell Tea Tree Styling Gel**. Containing the proprietary Activated Moisturizing and Shine Blend, which contains awapuhi, chamomile, henna, rosemary, aloe vera and jojoba, this styling aid delivers intense sheen when applied via the lazy man's way: on towel-dried hair.

Unlock the secret to great-looking skin with **Billy Jealousy Combination Code Face Moisturizer**. Antioxidants chamomile, green tea and calendula protect skin from environmental and endogenous damage while vitamins A and E nourish skin as well as improve its luminosity and elasticity.

This little goodie will help him score a goal in no time! Suitable for all skin types, **Repêchage Sea Cleanse Foaming Seaweed Cleanser** is a gentle foaming cleanser packed with soothing seaweed extracts. No red cards here!

## Pretty Boy Destroyed

The moment he stole Louise's money (and our hearts) way back in 1991, Brad Pitt was designated a pretty boy by the media. But he has done just about everything to kick the stereotype—and it has worked. This mega-hunk has had more hairstyles than you've had hot breakfasts: From his long, luscious locks in *Interview With a Vampire* to his punked-out 'do in *Fight Club*, Brad has constantly shown that he's as unique as they come. How manly is that?

Perfect for those times when your menergized man has a million important things to deal with—such as ending hunger in Africa—**Goldwell For Men Refreshing Gel Shampoo for Hair & Body** is a lifesaver. This two-in-one product contains natural glucose to deliver shine, vitality and volume, while cooling mint extract revitalizes and invigorates.

Your guy wants to not only think that his products are working, he wants to *feel* them working. Brand-new from **Redken For Men**, the duo **Mint Clean Invigorating Shampoo** and **Cool Finish Invigorating Conditioner** delivers Mint-Fused Technology to tingle his scalp and bolster his senses.

Part of his appeal is making himself look like he didn't spend any time styling his 'do. But guess what, he *really* doesn't have to, thanks to **Joico Design Collection Pliable Paste**, which adds supple definition with a matte finish. All muss, no fuss.

Every once in a while, he'll have to tame his disheveled mane into submission for some sort of event, red-carpet or otherwise. A versatile cream-to-paste fusion, **TIGI Bed Head For Men Pure Texture Molding Paste** contains carnauba wax, wheat amino acids and powerful styling agents to create texture and controlled separation sans flaking.

Brad Pitt has been known to change up his style in a moment's notice. Now your guy can follow suit with **Profound Beauty Structure Matte Hold**, which delivers precision styling that thickens, chunks and molds.

He's a family man, but no matter how many nannies he employs, raising kids still takes its toll: worry wrinkles. Specially formulated for men's thicker and oilier skin, nongreasy **Phytomer Homme Age Maitrise** is chock-full of age-defying marine ingredients to actively fight fine lines and sagging skin, making him always ready for his close-up.

He should be sporting his aviators to hide from the paparazzi, not to hide the signs of aging around his eyes. Just released, **Menaji 911 Eye Gel** reduces the appearance of dark circles and puffiness, promising visible results in only 30 minutes.



Photos: David Beckham; Mike Flokis/Getty Images; Brad Pitt: James Devaney/Getty Images; S till life: Brooks Ayala