



MEN-U

A refreshing take on men's grooming has arrived Down Under with fresh statistics and skill for MASCULINE SKIN.

When men's grooming works, it is the biggest beauty opportunity globally but to realise this success is knowing how to capitalise on it, and no one has all of the answers – not even us.”

Director of Men-U, Graham Fish removes the lather concealing statistics that, despite common claims the men's grooming market is growing at the rate of knots and there has been a boom in new media surrounding male colour and products, men are responsible for just 3 per cent of beauty sales. Yes it's doubled from 1.5 per cent, but it's still a mere figure.

Far from perturbed by this somewhat surprising fact, Graham has great faith in the men's market – as long as it's driven by effective language in communicative environments such as salons. For example, reference to the metrosexual male in tune with his 'feminine' side is neither relevant nor appropriate and 'traditional' is history.

“Most guys (around 70 – 75 per cent) claim not to be interested in men's grooming but most will admit they do not know how to shave properly and almost all will be unaware of the benefits of a good shave and what to do thereafter,” says Graham.

According to Graham, shaving delivers exfoliation women can only dream about, but a large amount of men are cutting against the grain unknowingly. Men-U education works to introduce hairdressers and beauty therapists to the language to recognise and talk about such

shaving errors – ideally leading to the retail shelf. Currently encouraging fellow UK-based salon owners to digest more about the men's market while learning from one another in a quest to minimise mistakes are a series of Men-U seminars. Set to roll out in Australia late 2011, the Men-U grooming seminars will touch on market background, business opportunities, services and charges, return on investment, ways to save costs and last but not least, the spectacular stable of Men-U products.

Graham believes that where men's professional products are concerned consumers are overloaded with choice – an unnecessary claim of retail space when a lot of the time, only a few products are responsible for 80 per cent of the sales.

It is for this reason the Men-U range is short, sharp and handsome, with a handful of hair products and savvy selection of skincare on offer. Nothing in the Men-U line-up is female or traditional but all the formulations are modern with modern benefits especially for blokes!

Distributed by Weston Imports in Australia, the latest to the Men-U clubhouse is Skin Refresh Gel – an anti-shine, fragrance free gel with natural salicylic acid and witch hazel that leaves the visual front line looking better for longer, and just one part of the total Men-U skin regime that works to deliver 80 per cent of the results in 20 per cent of the time. Look out for Men-U at Hair Expo in June! **IN**