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## [Make-up: the new masculine market craving](#)

### *Lipstick United*

Why should women always come to the upfront of the beauty care market? New make-up kits are at men's disposal, claiming the right to leaving their faces on the pillow in the morning, as well. What do MEN really think and feel about MEN beauty care, make-up trends and products? It seems like after-shave glory is now history. Even the most reluctant active men of the 21st century uses appropriate face-wash, an after-shave balm, a bath cream and a perfume to which he could remain more loyal than to a woman. Becoming more aware of personal hygiene does not mean less manhood. Legs and arms shaving, pubic hairstyles, make-up natural kits for men, weekly tanning sessions and monthly male beauty centre visits, do not stand for Queer anymore, but for a healthy lifestyle. **Make-up hysteria** Transsexuals and transvestites beauty contests, drag queens parades or Marilyn Manson concerts are still considered make-up icons, and the reason for most men's reluctance to the term. Male have an ego that must be fed properly. In order to increase sells and raise more interest, in male cosmetics vocabulary, *foundation* becomes *concealer* and daily care products are the three best friends called *Defender*, *Improver* and *Reviver*. [Jean Paul Gaultier](#) leads the market and sets an example with his *Tout Beau Tout Propre* display of bronzers, tinted lip balms, special mascaras and a special fountain-pen-like councealer with a blue-black eyeliner on the other end. Famous Lancome, Clinique, L'Oreal and Clarins came up with special offers for men after thorough market research. For instance, taking into account that male facial skin is greasier, 22% thicker and therefore predisposed to rapid changes and imperfections even at a later stage, L'Oreal Paris Men Expert launched Wrinkle De-Crease, a special formula including boswelox and a special extract of boswellia serrata. Just because men deserve it, too

**Metrosexuals vs. retrosexual** In 1994, [metrosexual](#) - a new word to describe the active urban men was coined by Mark Simpson, an English writer. He then thought the typical metrosexual was a man in his 20's, used to spend money at the best shops, gyms, salons and clubs in the metropolis, taking himself as his own love object, regardless of his sexual preferences, attracted by modeling, acting, sports or music world, and set to follow his fashion-icon's life-style. Nowadays metrosexuality is not only a trend, but also the men's right to leave his face on the pillow in the morning. On the other side, over 40% of men of all ages and social classes seem to dislike some cosmetic habits they consider feminine are therefore called retrosexuals. Manufactures try to conquer the market step by step, as most voices think the 'new man' will be the main target in cosmetic business. **The Right to Look** England has the best market for masculine cosmetics with a powder-puff inflation, full of anti-shine and tanning special [techniques](#). Men did not set role models from actors or models, like women do, but nowadays, seem to have well-defined opinions on what-to-wear and how-to-look [Metrosexual models](#) like David Beckham, Antonio Banderas or Brad Pitt became style-icons, encouraging men to please and impress their dates by stealing a glance at their attitude, at least. According to a Packaged Fact Inc. study, cosmetics line for men could bring up to \$10 billion in 2007, if we think that over 800 new products had been released since 1998. An American online business like the one Ben Collar has been leading from 2000, reached 100.000 clients from U.S, Great Britain, New Zeeland, Canada and Australia. The brand includes 30 types of beauty care and make-up assets destined to preserve a masculine look, with an accent on chin line, eye and eyebrows. Those interested in using this kind of [cosmetics](#) do not want to look like Boy George, but to feel more confident and good-looking. I have tried to explain that to my grandmother, the kind of woman who hardly accepted that women should wear pants. Her answer to men's make-up was: "the

end of the world is near". Is Ken more Barbie like? Well, it depends on what you are looking at and where you are looking from. That reminds me of one of my Romanian friends who had recently divorced her Swedish husband because of a make-up fight. Apparently, they started using the same make-up table, but his facial treatment completed by a 5 minutes longer mascara and powder-session, was the reason of their being late to the Troy's opening night for which they had struggled to find some good seats. Moreover, that would be nothing to him being the first one to notice that Helen had only one eye done in that fight scene between Paris and Menelaus. But this really takes the biscuit: when home, he was also the first to use a special make-up remover"