

MAN-KIND

TODAY'S METROSEXUAL* IS JUST AS LIKELY TO HAVE MOISTURISER ALONGSIDE HIS SHAVING GEL ON THE BATHROOM SHELF



COOL AND REFINED: on a visit to the Jo Malone store in Bath you're just as likely to find men as women sampling the colognes. Many of the JM scents are equally appealing on male or female skins – and are worn comfortably by both sexes and all ages. Staff take time to listen to customers' preferences, such as woody, spicy, citrus or fruity, before trying them. They recommend you wear them for half an hour or so, have a wander, then return to make a final decision. And if you can't make up your mind, there are some fabulous combinations from layering two scents on the skin. Among the JM favourites among both sexes are; Wood Sage and Sea Salt; Lime, Basil and Mandarin and Earl Grey and Cucumber. Jo Malone colognes are £85 for 100ml



PUMP ACTION: Aveda's Botanical range of skin care, pictured, from £18, is designed to be unisex. Its no-nonsense pump-action delivery appeals to men. The Aveda counter at Jollies offers free skin advice and neck and shoulder massages to men, in exchange for a donation to WaterAid



BRANDED FOR MEN: big names, including NARS, Clarins and Clinique all have products specifically designed to treat men's skin

The UK's men's skincare market is worth an estimated £911m a year and growing, and here in Bath there's evidence that the male of the species is taking more care of himself and even enhancing his natural good looks with a handful of products that until recently had been bought and used by women and rock stars.

Just as women feel judged by the way they look, and particularly how they are ageing, so men are attempting to stave off the ravages of time with a little judicious use of concealer, tinted moisturiser and eyebrow tidying gel.

And while women are happy to see a bit of menscara and guyliner on Russell Brand, Johnny Depp and Keith Richards, it seems we're not ready here in Bath to see our husbands or partners openly sporting make-up.

"I think it's accepted on men who are in the theatre or music, but Bath isn't like Bristol or London," one beauty counter assistant told me.

She said, generally speaking, men buying skincare products such as moisturiser or face scrub don't like packaging that looks too girly. "They don't like anything sticky or oily, so they tend to go for the pump-action bottles that deliver a measured amount into the hand."

Bath beauty therapist and masseur Helen Mulloy Reid, who runs Bare Beauty says men are taking more care of their appearances and regularly enjoy a pedicure, manicure or a facial. "I've got a nice male client list of regulars," she said, "and I think it's no longer unusual for a man to have a treatment. The younger guys particularly have a cleansing routine and those who work in the City or have worked in the States are used to having manicures. They ask for their nails to be buffed, with no shine."



PEAK BEARD: it's still big in Bath but will the full-on beard be replaced by the moustache?

Helen has a salon at The Shed on the A4 at Bathford and a treatment room in Combe Down. Her men's treatment menu includes a back, neck and shoulder massage. "I think a lot of men have really stressful jobs and they welcome a massage," she said. Also popular is Hopi ear candling, which is good for removing earwax. Visit: barebeautytherapy.co.uk.

Walking around Bath you see a lot of men with beards. Is this a trend that's here to stay or will the coming months see less facial hair? Some pundits say the moustache will replace the full-on beard by next year. Let's wait and see.

*Metrosexual: "a man who is especially meticulous about his grooming and appearance, typically spending a significant amount of time and money on shopping as part of this." ■

A CLOSE SHAVE: Dappa Hair barbers recommend customers go to Neal's Yard in Bath for the best beard oil. There are two to choose from – one with rosemary, lavender, thyme and lemon, the other contains cardamon, cedarwood, bergamot and grapefruit. Both are made to secret recipes by instore aromatherapists. A 30ml dropper bottle is £6.50



NATURAL LOOKING: staff on the MAC counter in Jollies say that while most men in Bath are not keen on the idea of wearing make-up that can be detected, they're not averse to giving nature a helping hand with some subtle touches. The Brow brush, £14, like a mascara brush but for eyebrows, can be matched to natural brow hair colour and used to hide grey and to tidy unruly brows. Also deployed by men are tinted moisturiser and concealer