

# Gimme Five!

Five minutes twice a day is all you need to protect your face By Bruce Schultz

**Taking care of your face**, on a daily basis, is a reality for anyone who does not want to look years older than their true age.

Skin care is not a “women’s-only” club with secret rituals to which men are not admitted. Thorough cleaning and skin protection is a universal fountain of youth. Men also need to maintain and protect their face in order to improve our feeling of wellness, our perception in the workplace and the social scene, and to minimize the likelihood of skin cancer and other unwelcomed side effects.

We spend a lot of time outdoors and whether you’re golfing, running, coaching/watching your kids’ activities or skiing this Spring Break, your face is continually bombarded by the damaging effects of the sun, wind and pollution.

To keep your face looking and feeling its best, and to protect it against the harsh elements, I recommend a simple routine that every man can follow in five minutes twice per day and without sacrificing your masculinity.



Men also need to maintain and protect their face in order to improve our feeling of wellness, our perception in the workplace and the social scene, and to minimize the likelihood of skin cancer and other unwelcomed side effects.

- 1. Cleanse** – Wash your face each morning and night with a quality cleanser, not a bar of soap, and with lukewarm water. Avoid washing with cold or hot water, as both can cause broken capillaries. For those die-hard soap users, if you must use soap, stay away from the over-the-counter drugstore variety, as they are harsh on your face and will do more damage by stripping minerals and natural oils that your skin needs.
- 2. Moisturize** – After washing, apply a thin layer of quality moisturizer. The moisturizer will soften and hydrate your skin, and help maintain its elasticity while minimizing dryness, blotchiness and wrinkles.
- 3. Sun Block** – Daily use of sun block is the most important, and most overlooked, component of maintaining and protecting your skin. Sun damage is the leading cause of wrinkles, in addition to causing melanoma and broken capillaries. Sun block should be applied every morning regardless of whether it is sunny or cloudy (look for a moisturizer with UV protection of at least 15 to apply as your morning moisturizer).

If you’re adventurous and willing to invest an extra few minutes once a week to get the best looking skin possible, you should exfoliate. Exfoliation will gently remove the dead skin cells and leave your skin smooth and visibly brighter, as dead skin cells dull your complexion.

Dermalogica is the No. 1 choice of skin care professionals, and does not contain artificial fragrances or colors. Here are some recommended products to get you started:

- 1. Cleansers** – *Essential Cleansing Solution* for dry skin or *Special Cleansing Gel* for normal to oily skin.
- 2. Moisturizer** – *Skin Smoothing Cream* for dry skin or *Active Moist* for normal to oily skin.
- 3. Exfoliant** – *Daily Microfoliant/Skin Prep Scrub* for any skin type.
- 4. Sun Block** – *Daylight Defense*, *Super Sensitive Faceblock* and *Solar Defense Wipes* (the wipes come in a soft pack of 15 that are great for keeping in your car or golf bag for a quick cleanse.)

We all know that exercising and eating right go a long way to a healthier lifestyle. Add two five-minute skin care routines to your daily regimen and your face will look and feel young.

---

Bruce Schultz is the CEO and Co-Founder of The Boardroom Salon for Men. Four locations are sprinkled throughout the Metroplex – Allen, Dallas’ Inwood Village, Highland Village and Southlake. For more information or to find the nearest Boardroom Salon for Men, visit [www.theboardroomsalon.com](http://www.theboardroomsalon.com)