

According to the old proverb, the way to a man's heart is through his stomach – now it would seem the macho way to great-looking skin is via the same route.....

In line with the global explosion in male grooming products, IMEDEEN - the world's best selling internal skincare brand – is gaining in popularity among men. And it's not just young metrosexual types either – according to a Datamonitor survey, it's actually older men who are proving to be the most important for the growth of male grooming products.

This comes as no surprise to 56 year-old Dr Lars Lindmark, Vice-President of Scientific Research at Ferrosan: *“Men are working longer and harder than ever before and are in constant competition with younger men, both in business and socially. Personal appearance needs to work for you, not against you. IMEDEEN is a straightforward concept for men to grasp –a scientifically documented pill that works from within to strengthen and improve the basic building blocks of the skin. Although men are literally thicker-skinned than women, there is a gradual thinning of male skin with increasing age and decreasing collagen levels. The density of female skin is fairly constant until after menopause when there is a sudden dramatic thinning as a result of collagen loss – 30% in the first five years after menopause* - which is why in later life women can look older than men of the same age and lifestyle. Scientifically shown to increase collagen production and improve skin density, IMEDEEN can help both sexes look younger longer. Both my wife and I are avid fans!”*



Dr Lars Lindmark – Vice President of Scientific Research, Ferrosan – and resident of Sweden where last year men spent 595.7 million SEK on skincare and 5% of loyal IMEDEEN users are male.

* IMEDEEN Prime Renewal™ has been formulated to meet the very specific skincare needs of women post-menopause.

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Dr Lindmark goes on to add: *“Despite its increased density, men’s skin is actually more sensitive than women’s. The daily ritual of shaving destroys the hydrolipidic film which leads to a loss of natural protection and increased irritation. An outdoor lifestyle – exposure to sun, wind, water and salt – can aggravate the problem. The IMEDEEN Time Perfection™ formula contains LycoPhence GS™, a highly potent, US-patented antioxidant complex that helps defend vital components in the skin against both direct and indirect damage by free radicals and therefore slow down future degradation of the skin.”*



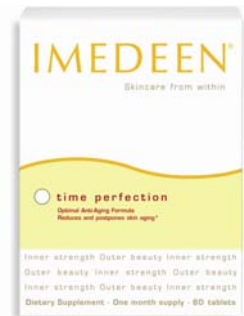
More vain than women?

The Datamonitor survey revealed that 73% of European and US men believe that spending time in front of the mirror was ‘important’ or ‘very important’ compared to 72% of women with the same response.

The number of men undergoing cosmetic surgery in the US has risen by 306% since 1997.

A London-based cosmetic surgeon has started men-only ‘Beer and Botox’ parties.

Last year it was revealed that British Prime Minister, Tony Blair, spent £1,800 on skincare and cosmetics.



Contact information:

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