

FOR THE SIOUX FALLS MAN IN HIS PRIME

PRIME

HAPPY
ST. PATRICK'S
DAY



MARCH 2006 ▶ FREE

The main image of the cover features two football players. The player on the left is a white man with short dark hair, looking directly at the camera. The player on the right is a Black man with a goatee, looking towards the camera. Both are wearing red and navy blue jerseys. The player on the right is holding a football. The jersey of the player on the left has the word 'STORM' and the number '10' visible.

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Skin Care Advice For Men

For many of us, taking care of our skin ranks pretty low on our list of priorities. Right between changing that light bulb in the basement and recording. Desperate housewives.

But let's dispel a few of the assumptions about skin care products. The truth is, they're important.

What's So Great About "Primer For Men?"

Skin care isn't all about lotions and potions. It's about promoting your well-being. It's about stress relief. It's about taking care of your largest organ—your skin. Sure, you may think your time is too valuable to put a mud mask on your face, but it's much more than that. You don't want to go into a business meeting with your face looking like the inside of a burrito, do you?

Before randomly picking out products and using them, take a few things into consideration.

SIMPLICITY IS THE KEY: Hubbs make the skin glow, not the products. There's no sense in buying out the skin care section of the local drug store before you have the basics down. Wash your face at night. Wear sunscreen. Drink lots of water—this will provide your skin with vital moisture. Fancy products won't heal you unless there's a basic skin care routine to provide a foundation.

KNOW YOUR SKIN: Everyone's skin is different. Different products work for different skin types. If you're not sure of your skin type, see a dermatologist or log on to a local doc.

MAINTAIN YOUR SKIN: Stay out of the sun from 10 a.m. to 3 p.m. If you're out if you're a sun lover, use sunscreen. If you have dry skin, use a humidifier at home. Even better, bath with soap less often—use moisturizing body wash instead.

Okay, with those tips you're ready to start picking out products. Cleansers help clean your body without sucking the moisture out of your skin like soap does. You want to make sure to moisturize after washing your skin—evaporating water dries skin out. It's also a good idea to pat it pite. Hmm, exfoliation; you know, the scrub stuff. Don't do it more than once a week though—your skin won't get irritated, it will just get irritated.

Signs of aging can't be erased, but they can be pushed to the side by using the right products. Dry, flaky skin can be helped by a daily application of lotion. Wrinkles don't get along with alpha hydroxy acids, so using face lotions, cleansers and toners that contain them will help with lines. Pigmentation problems can even be helped by using bleaching creams, but this is an extreme fix.

Don't be afraid to get a facial—in fact, your face will thank you for it. Depending on the products used, facials can do anything from the reduction of ingrown hairs and shaving irritation to improved hydration and hydration, which is a bonus considering the stress level that goes along with it.

In other words, throw off the shackles of misconception. Stop making excuses for your lack of moisturizing, and start using those skin care products. ☺

Men's Spa Treatments

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Men's Fitness Facial Treatment
Microderma/Peptide Facial Treatment
Pore Minimizing Facial Treatment
Therapeutic Spa Massage
Leg and Foot Spa Treatment
Reflexology
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Products Available

Anti-Aging Products for Men
Men's Shaving System
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