When dealing with male clients, your approach for treatments and recommendations should be adjusted to take into account some of the differences between the needs of your male clients versus your female clients. Keep the following points in mind:

1. Male facial skin is different than female facial skin - slightly.
   Most of the differences in female vs. male skin can be credited to hormonal variances rather than physiological differences. Men have higher androgenic activity, which contributes to bearded skin, male hair-loss, active sebaceous glands, hair growth, and type of hair on the body. Men also rarely experience melasma, which is attributed to estrogenic imbalance.

2. Most men shave every day.
   Shaving every day stimulates cell turnover. For this reason, male facial skin tends to be thicker than female facial skin. Men do not require a lot of extra emolliency in their facial products, but it’s best to follow shaving with a barrier strengthening product to help minimize the effects of damaging chronic inflammation.

3. Acne tends to be more severe in males than females.
   Due to higher amounts of androgen hormone in men, males experience severe grades of acne. Additionally, males have problem skin in their teens and generally clear by their 20s. Women may experience acne well into their 20s and beyond.

4. Middle-aged men have a higher incidence in melanoma skin cancer than women.
   Up until age 40, significantly more women develop melanoma than men (1 in 391 women vs. 1 in 691 men). After age 40, significantly more men develop melanoma than women. Overall, one in 35 men and one in 54 women will develop melanoma in their lifetimes. After age 50, the majority of melanoma cancers diagnosed are in Caucasian men over the age of 50. **How to prevent:** Get your teenage son in the habit of wearing sunscreen every day, regardless of the weather.
**Men’s Skin**

**How does Epionce help?**

**Rule of Thumb: Keep it simple.**

The goal of men’s skin care is to maintain a consistent, easy routine... and DO NOT SKIP the sunscreen!

### General Recommendation
- Lytic Gel Cleanser
- Ultra Shield Lotion SPF 50 (AM)
- Renewal Lite Facial Lotion (PM)

### Drier Skin Types
- Gentle Foaming Cleanser
- Ultra Shield Lotion SPF 50 (AM)
- Renewal Facial Lotion (PM)

### Oilier Skin Types
- Add Purifying Toner AM and/or PM

### Acne
- Add Lytic Sport Tx before applying sunscreen (AM) or Renewal Lite Facial Lotion (PM).

### Rosacea
- Add Lytic product for Skin Type before applying sunscreen (AM) or Renewal (PM).

### For Shaving
- Use Extreme Barrier Cream, Lytic Gel Cleanser or Milky Lotion Cleanser in place of shaving cream or gel. Rinse Extreme Barrier Cream off with Lytic Gel Cleanser if desired. Follow with Purifying Toner to help prevent ingrown hairs/pseudofolliculitis.

### Body Hydration
- Renewal Enriched Body Lotion
Client: My 16 year old son is struggling with oily skin and acne. Any recommendations?

Epionce Professional: The best rule to remember when treating teens, especially boys, is to stay simple but consistent with their skin care routine. Let’s get him started with Lytic Gel Cleanser, which could be used twice a day – plus after workouts too. Have him follow with Purifying Toner to help control oil and treat break outs. Once he gets into the routine of using both products consistently, we can add one or two more steps, including a Lytic and also sunscreen for daytime. Even if he only cleanses once a day when showering, it’s a good start to developing a consistent routine. I also have an excellent deep cleansing facial protocol [*see Pore Purifying Treatment in Protocol & Treatment Handbook] which includes extractions, that we can do here every two weeks, to help keep his skin clear.

Client: How in the world do I get my resistant husband to take better care of his skin?

Epionce Professional: Sometimes, all it takes a little subliminal suggesting. Keep an Epionce cleanser instead of bar soap in the shower, so he can use it on his body – or as a shampoo. Men love the cool refreshing feeling of Lytic Gel Cleanser on their skin, so they will want use it regularly after they’ve tried it. If he’s resistant to wearing sun protection because it feels too sticky or oily, or melts into his eyes, encourage him to apply after his skin has cooled and dried from the shower. Keep sunscreen or Renewal products conveniently available in the bathroom, or the sunscreen in his sports bag.

Client: My boyfriend gets a lot of irritated shaving bumps on his neck... does anything help that?

Epionce Professional: Absolutely! He can use Extreme Barrier Cream on his face instead of shaving gel or cream – it provides excellent lubrication before shaving, plus it contains anti-microbial ingredients to help diminish surface bacteria that cause irritation. After shaving, he can follow with Lytic Gel Cleanser in the shower, or Purifying Toner to further help control post-shaving bumpiness.

Client: I’m doing laser hair removal on my back. Can I do anything afterward to calm my sensitive skin after I’ve been treated?

Epionce Professional: Follow laser hair removal with a few sprays of Balancing Toner to restore moisture and soothe sensitive skin. Then apply a light layer of Extreme Barrier Cream to treated areas for hydrating barrier repair with anti-microbial activity.

Tip
Keep his Epionce cleanser handy in the shower & store an extra tube of Ultra Shield SPF 50 in his sports bag!
Quick Quiz

1. The differences in male and female skin are mostly attributed to ______________ variations rather than ______________ differences.

2. Which Epionce product makes a great substitute for shaving gel or cream?

3. True or False: the majority of melanoma skin cancers are diagnosed in Caucasian men over age 50.

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Introducing Skin - The Epionce Magazine! A fun way to teach your patients about the Epionce philosophy for healthy, beautiful skin. Ask your Account Executive or Sales Support for your copy today!