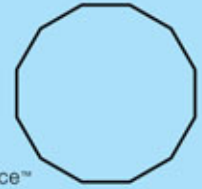


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Progressive Skin Science™

FOR IMMEDIATE RELEASE

August 20, 2009

## Skin Care for Men

### BENEV Tips for Men to Achieve Healthy, Clear, Attractive Skin

**Mission Viejo, CA**— Most advertising for skin care products is directed towards women, but men need proper skin care as well, and they have unique issues and needs. BENEV Company Inc., an FDA-licensed manufacturer of premium skin care solutions for men and women, offers the following information for caring for male skin.

#### **Why do males need different skin care regimens than females?**

There are histological differences between the skin of men and women, and these distinctions necessitate different care for optimum results. Most male skin has a thicker stratum corneum layer than female skin. Male skin usually has more hair follicles than female skin, and more hair follicles on the face generally indicate more sebum production and more sweat glands. The follicle (pore) walls tend to be larger to accommodate the amount of oil and sweat that males' skin secretes. Changing male hormones contribute to imbalances that can cause acne in the teen years, which is a problem for many young men until the hormones and skin's sebum production become balanced in their early twenties.

The best cleansers for men are gel foaming cleansers without fragrance. Salicylic or glycolic cleansers, such as BENEV® Salicylic Cleanser or Glycolic Face & Body Wash, are safe and effective for all over the face and beard area and can be used three times per week to daily, depending on the skin's tolerance and sensitivity. Glycolic acid is especially recommended for pseudofolliculitis barbae (razor bumps).

Exfoliation after cleansing will aid in rejuvenating men's skin, helping to provide a smooth, clear, youthful appearance. Exfoliation helps increase cell turnover, clear clogged pores, and remove dead skin cells. BENEV® Salicylic Acid Exfoliator 2% and Glycolic Exfoliating Gel 7.5% are excellent for men's skin and are beneficial in clearing and preventing folliculitis (ingrown hairs). Gel acne spot treatments containing benzoyl peroxide, such as BENEV® Acne Spot Treatment, are the best choice for fighting pimples, blackheads, and whiteheads in men.

Due to the thicker stratum corneum, male skin will stay hydrated longer than female skin by holding its own moisture, and heavy creams are usually inappropriate for male skin. Gels and light lotions are more favorable. Lightweight, non-comedogenic moisturizers and corrective products like BENEV® Hyaluronic Moisturizer or Vitamin C Gel 20% are excellent choices.

Sun protection is somewhat problematic for men because the thicker stratum corneum and larger sebaceous glands cause their skin to react to creams. Higher SPF sunscreens tend to be thicker and heavier and can cause clogging problems for male skin. Yet men need to be diligent about sun protection: more skin cancers show up on males' facial skin than on females' facial skin. Pure, light products that provide physical protection (titanium dioxide, zinc oxide) are best for men. BENEV Pure Titanium Dioxide blended with Silicone Spray is very compatible with male skin as it is extremely lightweight and contains no pore-clogging ingredients or irritating chemical UV filters.

#### **About BENEV Company, Inc.**

BENEV is committed to serving medical skin care professionals around the world by developing scientifically advanced, effective solutions that promote optimum skin health. All BENEV products are developed in our FDA-licensed drug manufacturing facility with stringent quality control to ensure safety, stability, and efficacy. Available only through physicians. For more information, call 1-888-43-BENEV or go to [www.BENEV.com](http://www.BENEV.com).