



VITAMAN
RMRS
Real Men Real Style

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**ULTIMATE MEN'S
SKINCARE GUIDE**

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Introduction

Hand, face and body lotion – aren't these tools used by girly men?

A real man washes his hands with gasoline, showers under a waterfall and eats his meat raw – right?

Wrong. When it comes to skincare, a man needs to take care of himself.

Failure to do so can lead to very painful consequences later on in life.

The problem? Most of us don't think about skin lotions and conditioners.

We know more about the engine of a 2000 Sprint ST than the chemicals in our hand lotion – if we even own any..

"Skincare products" just doesn't have a manly sound, no matter how hard advertisers try.

But here's the deal – most men with good skin are using something to help it stay that way.

In this eBook I show you the things you can do to keep your skin clearer, brighter, smoother and healthier.

Sincerely



Antonio Centeno
Founder, Real Men Real Style



Skin Type & Skin Conditions Guide

Most guys have no idea what to use on their skin because they don't know their skin type.

Before you can work out what products to use, you need to know your skin type and if you have any skin conditions.

Skin Types

1. Dry Skin
2. Normal Skin
3. Oily Skin
4. Combination Skin

Dry Skin

Dry skin means insufficient sebaceous (oil) secretions (flow) - this is when the skin can't retain its natural moisturising sebum and loses the ability to replenish itself.

Dry skin has a number of causes, including:

- Using soap on your face and body (cheap quality)
- Detergent based shampoos (which washes over the face and body too!)
- Harsh ingredients
- Abrasive scrubs
- Unprotected sun exposure
- The pollution we're exposed to on a daily basis

Normal Skin

Normal skin is considered the 'goldilocks' of skin - not too dry and not too oily.

Normal skin has:

- No or few imperfections (pimples)
- No severe sensitivity (redness)
- Barely visible pores

- A healthy glow

Oily Skin

Oily skin is harder to control because you are born with it and usually becomes worse in your teens.

You may have:

- Enlarged pores
- Dull or shiny, thick complexion
- Blackheads, pimples, or other blemishes

Oiliness can change depending upon the time of year or the weather.

Things that can cause or worsen it include:

- Puberty or other hormonal imbalances
- Stress
- Heat or too much humidity
- Spicy foods
- Hot showers
- Wrong product choices

Combination Skin Type

Your skin can be dry or normal in some areas and oily in others, such as the dry cheeks and oily T-zone (nose, forehead, and chin).

Many people have this skin type. It may need slightly different care in different areas.

Combination skin can have:

- Open pores in some areas
- Blackheads
- Shiny skin
- Dry patches

The Acid Mantle

The acid mantle is a fine, slightly acidic film on the surface of human skin which acts as a barrier to bacteria, viruses and other potential contaminants.

It is formed when sebum (your skin's natural oil) is mixed with sweat.

Simple Tips To Balance Your Skin and restore your acid mantle:

- Eliminate harsh cleansers and soaps (alkaline)
- Remove all chemicals and toxins that could harm your skin (many are hidden)
- Opt for natural products rich in vitamins, minerals and antioxidants.
- Only use properly pH balanced skin care products.
- Use lukewarm water to rinse your face.

Whatever your skin type - Vitaman's [natural men's skin products](#) are pH balanced and rich in vitamins, minerals and antioxidants- and won't dry your skin like soap can.



7 Skincare Tips

1 - Take Warm Showers (NOT Hot!)

Please note the key word is "warm".

Hot showers should be avoided as they strip the body of the essential oils needed to keep your body hydrated.

Hot showers should be avoided if you have oily skin and your skin tends to break out on the chest, shoulders or back.

The hot water stimulates the sebaceous glands to produce more oil, which causes pimples / breakouts / "Backne" (that's acne on your back)!

2 - Use Gentle Soap

In the skincare industry, SOAP is a four letter word as most cheap soaps can cause all sorts of havoc to your skin.

Avoid soaps which contain perfumes, harsh chemicals or deodorant soaps.

Look for soaps that have natural ingredients and that are pH balanced which means they suit the chemistry of your skin and won't strip your skin's surface.

If you cannot pronounce the ingredient - it's probably not worth using on your body.

3 - Don't Use a Washcloth or Loofah

Most of us have been using a washcloth our entire lives. It makes you feel clean but it literally strips off your top layer of skin!

Instead use your hands to wash your body. This tried and tested method isn't so harsh on your skin!

4 - Use Moisturizers

There is a reason that men more than ever are incorporating a moisturizer to the skin care regime.

A new study from Mintel shows that 58% of men aged 18-24 say they use a daily [facial moisturizing product](#).

5 - Experiment With Products

There are hundreds of products on the market to protect your skin - ranging from creams to lotions to oils.

Experiment and find what works for you.

6 - Use a Humidifier

A humidifier is a great way to fight against dry air in your house.

You should look into getting at least one in your home or two if it spans over 1,600 square feet.

Ideally, your goal should be to have each room in your house range for 45%-55% moisture.

This will ensure dry air won't have an impact on your skin.

7 - Drink 8 Glasses Of Water a Day

Your body needs to use its natural moisturizers and replenish the essential oils (called sebum) it loses throughout the day.

This simple task is often overlooked but can provide huge benefits.

In conclusion - taking care of your skin should be priority number one for men. Having healthy and supple skin will make you look better no matter what you wear



Skincare Products - Ingredients

Every skincare product is different but here are some of the most common you'll find in men's cleansers.

Alcohols

Alcohols such as ethanol, isopropyl and methanol are used to make some cleansers feel lighter.

They're often found in cheaper products.

As a rule of thumb, I advise avoiding alcohol based products. These can cause dryness, irritation and spots.

There are natural alternatives - which I cover below - which are much better for your skin.

Alpha Hydroxy Acids

AHAs are mild acids that help clear away dead skin cells and smooth your skin.

They work better when applied regularly as opposed to a one off emergency treatment.

Antioxidants

When the collagen in your skin breaks down, your skin becomes more prone to wrinkles.

One thing that breaks down collagen is unstable oxygen molecules - called "free radicals" (the baddies) - which are produced by UV light, pollution/smoke/cigarettes.

Antioxidants (the goodies) help neutralize these free radicals and keep the skin protected.

Unfortunately not every product tells you what's in it or why that ingredient is good for your skin.

Beware of fancy 'latin' names - oftentimes these are masking unpleasant ingredients.

Natural Ingredients

My advice is to go natural.

Look out for these great natural ingredients:

Aloe Vera Leaf Juice

Aloe Vera's nourishing and hydrating properties are due to a combination of Vitamins A and B, folic acid, enzymes, proteins, amino acids, good fatty acids and triglycerides.

Australian Sea Salt

This natural, gentle exfoliant is perfect for leaving skin feeling smooth.

Bilberry Fruit Extract

High in antioxidants, this fruit contains gentle acids that work to help tone and rejuvenate the skin.

Blue Cypress Oil

The oil's antibacterial properties help soothe skin whilst cleansing and conditioning.

Coconut Oil

Coconut oil contains antioxidant properties and assists in soothing and calming the skin. It also adds a protective layer to skin - helping it retain moisture.



Eucalyptus Leaf Oil

Eucalyptus Leaf Oil has anti-bacterial, anti-inflammatory and antiseptic properties.

Kakadu Plum

Kakadu Plum is known as the highest source of naturally occurring Vitamin C in the world. Vitamin C is required for the growth and repair of tissues across the entire body and is highly effective in wrinkle reduction and skin firming by increasing elastin production.

Lemon Myrtle Oil

Packed with antioxidants and anti-inflammatory properties it supports healthy collagen production. Also a powerful antifungal agent.

Patchouli Oil

Patchouli Oil tones, tightens and smooths skin.



Paw Paw Fruit Extract

Has strong antiseptic properties which are soothing and anti-irritant.

Paw Paw Fruit Extract's proteolytic enzyme exfoliates dead cells - making skin smoother and encouraging cell renewal.

Quandong Fruit Extract

Quandong Fruit is a powerful antioxidant reducing free radicals, fine lines and wrinkles.

Rosella Flower Extract

The extract from this Australian Hibiscus flower is high in natural phenols that absorb and repel free radicals while protecting the skin.

Vitamin E (Tocopheryl Acetate)

Vitamin E (Tocopheryl Acetate) helps protect skin cells from environmental damage. Considered an antioxidant superhero, it provides deep moisturizing to soften dry skin.

White Tea Leaf Extract

Studies have shown that white tea has an anti-inflammatory effect on skin and can strengthen and protect the skin matrix. It's full of great antioxidants.

White tea can provide partial protection from UV damage caused by the sun.

Witch Hazel Water

Witch Hazel Water is naturally astringent, antiseptic and cooling - it's an excellent cleanser, tonic and toner for the skin.

A Man's Guide To Cleansers

Hand Cleansers: Staying soft while staying strong

The oil ducts on our palms and fingers are very small.

To stay supple and prevent cracking and chafing, using hand cream or lotion regularly puts the necessary moisture back into your hands.

Nut oils, such as coconut, macadamia, almond and walnut are good ingredients in hand creams.

Vitamins A & E can help keep the skin feeling softer but you're really looking for some good sources of fatty oils to keep the dryness off, such as: Shea butter, Jojoba seed oil, Rosehip oil, flaxseed oil, evening primrose oil, grapeseed oil and argan oil.

Body Cleansers: Mild all-over care

Body cleansers might be the toughest sell for a lot of men.

No one likes chapped hands and we all know the value of having a clean and healthy-looking face, but why worry about everything under the clothes?

Comfort is a big part of it. The reality is that a lot of men suffer from itchy, sweaty, or uncomfortable skin.

A [good body cleanser](#) should contain quickly absorbing yet nourishing ingredients to help get rid of dry, dead skin before it causes any itching.

You'll also want a small-molecule oil that can really sink into the skin and stay there. Natural nut oils like shea or jojoba work well.

Stay away from petroleum products — the molecules are so large they don't absorb into the skin, leaving it greasy-feeling and potentially clogging pores as well.



What Does pH Mean? (And why is it important?)

The term "pH" refers to "potential of hydrogen".

The pH of a solution (e.g. skincare & haircare) is indicated by a numeric scale that runs from 0-14. Anything below 7 (which is pH neutral) is considered acidic, while anything with a pH greater than 7 is considered alkaline.

The outside of our body eg our skin and hair is acidic and internally we are more alkaline.

What is the pH of Skin?

The skin's surface and uppermost layers are naturally acidic, making it compatible with acidic skin care products. The skin's average pH is 4.7 (ranging from 4.5 - 5.5)

Men's skin tends to be more acidic than women's skin, and although the pH of our skin increases with age, it remains acidic. When we're born our skin has a neutral pH that becomes acidic within a couple weeks of birth.

Skin's acidic pH also plays a role in keeping its delicate microbiome balanced. An acidic microbiome makes it more difficult for harmful pathogens to multiply, but lets the good stuff flourish.

So the motto of the pH story is, always choose skincare and haircare products that are pH balanced which means they suit the chemistry of your skin, as alkaline products can cause irritation, breakouts, dryness, rashes as well as dry hair and flaky scalps.

Think detergents and soap which are perfect examples of alkaline products!

Face Cleansers: Fighting oil without drying

The first step in a good skincare routine is to clean your skin with a pH balanced product (which suits the skin)

Here are some types of cleansers that will clean without stripping the skin:

- [Face & Body Cleansers](#) (must be pH balanced with light lather)
- Cleansing Creams (for normal to dry skin)



Shaving daily can roughen your skin prematurely if you don't add a bit of maintenance care in there as well.

A [good after shave balm](#) should go on immediately after you shave, in the place of alcohol-heavy aftershaves that dry the skin out too much.

- After Shave Balms - balms calm the skin after you shave
- After Shave Cologne - is a perfume which should be sprayed anywhere except where you've shaved, so not on the face or neck!

If you're looking for something that will minimize the appearance of open pores and keep your skin oil-free without drying it out, use products with mint, menthol, and eucalyptus which will provide a bit of natural astringency without drying you out.

Some mild nut oils will moisten the skin but have a small, simple molecular structure that won't clog pores.

Whatever your skin type is, always try and use products that are non-comedogenic, which means they won't clog your pores.

The Cardinal Rule of Men's Skin Products: Know what's in the product and what it does for you.

If in doubt, Google it.



A Man's Guide To Exfoliators

Exfoliation or 'scrubbing' the dead surface layer of your skin is an important part of your skincare routine.

As new skin is produced, old cells are pushed up to the surface, leaving a layer of dead cells that can lead to uneven, dry and a dulled appearance.

During shaving some of the dead surface skin cells are removed, but dirt and grime and old cells build up on other parts of your face (areas that don't get shaved) such as around the nose, forehead, cheeks. These all need exfoliating too if you want good skin!

Exfoliating regularly (2-3 times per week) stops the dirt and grime and old dead cells from oxidizing into blackheads.

A blackhead is simply a blocked pore full of dirt, grime and dead skin cells that have hardened and turned black, usually through improper cleaning.

Exfoliating also evens out the surface of your skin giving you a smoother, closer shave! But best of all, it is the perfect Anti Aging product as it brings healthy, younger looking skin to the surface giving you that more youthful glow!

Make sure you always choose a [face scrub](#) with small particles that won't break your capillaries (especially the fine capillaries around your nose and chin). And "go easy" on the skin with your scrubbing action. This is the time to be gentle!



A Man's Guide To Moisturizers

Are All Moisturizers The Same?

Have you ever used a body moisturizer on your face? You might be forgiven for assuming that the two are interchangeable.

After all, why buy a separate lotion for different parts of the body?

Your skin covers your entire body – but its thickness varies. The skin on your body is thicker than the skin on your face.

The composition and ingredients on each of these products will differ.

[Face moisturizers](#) offer the added benefit of anti-aging properties, sun-protection and anti-acne.

Their formulation can be lightweight, water based and heavier cremes and non-comedogenic (they shouldn't clog your facial pores).

Anti-aging versions of facial moisturizers contain ingredients that plump up the moisture content of your skin – reducing the appearance of wrinkles and fine lines.

Body moisturizers are primarily used for relief from dry, cracked skin and they should absorb into the skin quickly rather than sit on the surface like a barrier. They should also be easy to apply over large areas.

There are different types of moisturizers – when choosing always consider your skin type.

- Hydrating Lotions – normal to oily skin types – these are lighter and usually water based
- Moisturizing Cremes – normal to dry skin types – these are usually heavier for thirsty skins.
- Matte finish and dewy, shiny finish (most men don't like this finish as it looks oily)

A Man's Guide To Anti-Aging Creams

For centuries, men have obsessed over youthful skin.

In Greek mythology, the gods achieved agelessness by eating ambrosia.

In the modern world – we have our own version of ambrosia... anti-aging creams.

Our skin is the first line of defense against the elements. Women are accustomed to creams that reduce the signs of aging and offer protection against further skin damage.

Should a man also use anti-aging creams?

5 Factors To Consider

1. Your Profession

What you do for a living will affect your decision to take care of your skin. Some professions will require you to look young and healthy – especially when you are the “face” of your company or business.

2. Exposure and Condition of Skin

The use of anti-aging creams is important for men who are always exposed to the sun. Anti-aging creams will reduce the signs of aging caused by direct exposure to sunlight.

3. Genetics

Some people age faster. Your genetic make-up plays an important role in how you age. The action of a single gene affects how long a person lives.

Many factors affect longevity but scientists have looked into the effects of an “aging gene” on human life span. Nevertheless, proper skin care could take a few years off your age.

4. Personal Situation

Are you in your 40s or 50s? Do you dress for yourself or to impress others? You may be recently divorced or still single but you want to go out there and look your best.

Whatever your personal journey is, consider the idea of taking good care of your skin so in different situations, you are confident in yourself.

5. What Do You Want?

You may be one of those men who simply want to look good. Proper skin care is vital if you want to look young, even as you age.

An anti-aging cream is your best option to reduce skin stress.

Anti-Aging Moisturizers – Why bother?

We live in a chemical world.

As a result of overexposure to pollutants in our environment, ultraviolet radiation and poor diet choices – the elasticity of our skin degrades. This leads to accelerated aging.

Fortunately there are age-old methods you can employ to reverse the effects of time on your face.

Vitamin C is required for the body to produce collagen – the substance that increases the elasticity of your skin and makes it look supple. It is also an antioxidant.

The process of oxidation releases stress into your skin, making it look aged and damaged.

Taken orally in the form of tablets, insignificant amounts of vitamin C reach the skin.

And because levels of vitamin C decline with age – it is essential to find other sources to replenish its stock in the body.

Research studies have shown that when applied topically – vitamin C promotes the formation of collagen and reduces the effects of free radicals. Which leads to firm and youthful skin.

Face Cream & Lotions Vs. Anti-Aging Cream

A lotion has a lighter composition while creams are a little more substantial and provide hydration to your skin for longer.

They are lighter than creams and have a higher percentage of liquid compared to oil in their composition.

They are more easily absorbed into the skin than creams.

Creams are a blend of oil and liquid with the higher percentage being quality carrier oils.

They're thick, like soft butter and are absorbed easily into the skin. Their moisturizing properties tend to last longer than lotions.

When To Start Using Anti-Aging Products?

In your 20s, your skin is able to repair itself fully without help from external sources.



The downside of using anti-aging products at this age? Potential break outs to your skin (as most anti aging products are usually heavier due to the ingredients suited to older skin types)

When your forehead starts to wrinkle and you notice the formation of crow's feet around your eyes... that's the time to start using anti-aging moisturizers.

A wrinkle is a dehydrated line. We're all born like nice plump, PLUMS, but as we age, we dehydrate and become like wrinkled PRUNES. We need hydration internally (8 glasses of water) plus hydration externally through daily moisturizer.

Your 30s are the perfect time to start paying attention to anti-aging products like serums and special moisturizers. At this age, men start to notice the changes in the appearance of their skin.

Past your 30s? Start using anti-aging products today.

Ingredients Proven To Reduce Signs Of Aging

Ingredients such as Vitamin C & E, alpha lipoic acid, niacinamide, green tea... they may reduce the oxidative stress caused on your skin by exposure to sun and pollution.

The effectiveness of anti-wrinkle serums & creams depends in part on the active ingredient or ingredients.

Here are some common ingredients that may result in slight to modest improvements in the appearance of wrinkles.

Vitamin C

A potent antioxidant that helps protect the skin from sun damage.

Antioxidants are substances that neutralize free radicals – unstable oxygen molecules that break down skin cells and cause wrinkles.

Hydroxy Acids

Alpha hydroxy acids, beta hydroxy acids and polyhydroxy acids are exfoliating substances that remove the upper layer of dead skin and stimulate the growth of smooth, evenly pigmented new skin.

Retinol

Vitamin A compound, the first antioxidant to be widely used in non prescription wrinkle creams.

Coenzyme Q10

Helps reduce fine wrinkles around the eyes and helps protects the skin from sun damage.



Grape seed extract

In addition to its antioxidant and anti-inflammatory properties, also promotes wound healing.

Tea extracts

Red, green, black and oolong tea contain compounds with antioxidant and anti-inflammatory properties. Green tea extracts are most commonly found in anti-aging creams.

Niacin amide

A potent antioxidant, related to Vitamin B-3 (niacin). It helps reduce water loss in the skin and improves skin elasticity.

How To Slow The Process Of Aging

There are plenty of skincare gimmicks out there, and most of them are ridiculously expensive.

An anti-wrinkle serum or cream may lessen the appearance of your wrinkles. The effectiveness of the cream will depend on how often you use it, the type and amount of active ingredients in the wrinkle cream, and the extent of the wrinkles you want to treat.

There are more reliable ways to improve and maintain your skin's youthful appearance...

Protect your skin from the sun

Sun exposure ages your skin. Limit the time you spend in the sun and always wear protective clothing and a hat.

Use Products with SPF protection

When selecting skin care products, choose those with a built-in SPF of at least 15.

Use Moisturizers Daily

Dry skin turns plump skin cells into shriveled ones, creating wrinkles and fine lines.

[Using moisturizers daily](#) can slow down the progression of fine lines becoming deeper wrinkles.

Quit smoking

Smoking causes narrowing of the blood vessels in the outermost layers of your skin.

It also damages collagen and elastin – fibers that give your skin its strength and elasticity. As a result, skin begins to sag and wrinkle prematurely.

Drink more water

Our skin is composed of 30 percent water but adequate water intake will give you a glowing complexion. Drinking 8-10 glasses of water everyday will flush the toxins from your system and will prevent skin dryness.

Tips When Purchasing Anti-Aging Products

The Food and Drug Administration (FDA) classifies creams and lotions as cosmetics and not as drugs. They are defined as having no medical value.

As a result, these products are not subject to the rigorous safety testing that typical medications undergo before approval for public use.

Cosmetic products are not evaluated for effectiveness and as a result – there's no guarantee that any over-the-counter product will reduce your wrinkles.

Consider these points when judging the merits of using a wrinkle cream:

Keep Cost in Mind

The money you pay for an anti-aging cream has no relationship to effectiveness.

A wrinkle cream that's more expensive may not be more effective than one that costs less.

Go Fragrance Free

Artificial ingredients added to some products to produce a pleasant smell can react with your skin.

Choose a product that is fragrance-free or which uses natural ingredients to create a pleasant smell.

Ensure Frequent & Consistent Use

You'll need to use anti-aging creams at least once or twice daily for a few weeks before noticing any improvements in your skin.

Once you stop using the product – it is likely your skin will return to its original appearance.

Side Effects

Some creams can react with your skin and cause irritation, burning, rashes or redness.

Read the product information and follow instructions to limit side effects.

Oily vs Dry Skin Type Anti-Aging Creams

Most anti-aging products contain a combination of ingredients that offer varying degrees of moisture-retention and protection from UV rays.

Choose a moisturizer based on your skin type

Oily skin

Facial creams with sunscreen (SPF protection) are not appealing to men with oily skin.

These creams tend to add shine and feel greasy to skin that is already shiny. Avoid using heavy products or thick creams.

Look for formulas that are specified as oil-free and non-comedogenic on the label.

Dry skin

A cream with SPF is required to protect dry skin from forming fine lines.

A heavier cream with sun protection works for dry skin.

For dry skin – you want a product that has more substance – it's better to use a cream, which tends to protect skin better than a light lotion.

\$200 Or \$5? Spending on Anti-Aging Creams

Does a \$200 moisturizer magically erase all wrinkles from your face? Is price an indicator of quality when it comes to anti-aging creams and facial lotions?

The truth is – any cheap moisturizer will temporarily plump the skin by infusing it with moisture.

The effects will last for a few hours. For high-end anti-aging creams, you are paying for the quality of the ingredients and the duration of its effects on the face.

Cheaper creams work just as well, so don't feel bad about sticking with sunscreen and an affordably priced moisturizer, especially if you are still in your 20's.

The Importance of a Basic Routine

Whatever your skin type, it's important to have a [basic skincare routine](#) and to stick to it religiously.

Daily:

1. Cleanse with a face and body cleanser (AM/PM)
2. Use moisturizer (AM/PM)

2-3 times a week:

After cleansing, use Facial Scrub, then apply moisturizer.

Whatever your skin type - Vitaman's natural men's skin products are pH balanced and rich in vitamins, minerals and antioxidants- and won't dry your skin like soap can.



[Take action today - click here to discover Vitaman's natural men's skin products and get a great discount on your first order](#)