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ILLUSTRATION: KAGAN MCLEOD

STYLE & FASHION | FASHION

Facial Masks: For Men Who Seek a Skin-Care



pening and pore-cleaning carries less of a
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sigma. She finds that her male customers are looking for purifying or detoxifying masks, particularly gravitating to a charcoal mask from Georgia brand One Love Organics (\$49 for a 2.1 oz jar), which Credo claims will “clarify your complexion and extract dirt and debris.”

But don't take such marketing at face value. “With big skin care companies you've got to be skeptical,” said Dr. Bradley Glodny, a New York-based dermatologist. “I would not trust the reviews and what the claims are. You've got to try it for yourself and see if it helps you.” To find a mask likely to address your needs (assuming you can articulate your skin's “needs”), Dr. Glodny advises, learn what tasks individual ingredients perform. For example, calendula oil (from the marigold flower) and sulfur are anti-inflammatory and reduce redness, while charcoal and clay can “dry up impurities” and hyaluronic acid can help hydrate skin.



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GLOW BROS A slightly fratty moisturizing option.
100% Hydrogel Bro Mask, \$28 for 4, jaxonlane.com

Evan Wells, 37, who works at a financial software company in San Francisco, uses Drunk Elephant's T.L.C. Sukari Babyfacial mask (\$80 for 50 mL), featuring multiple exfoliating acids of the "ic" variety, including glycolic and salicylic. He finds a nightly masking pays off: "When I wake up in the morning I can just tell that my skin is plump and fresh." Dr. Glodny, however, cautioned that such sensations can be fleeting. "A lot of [masks] can only help in the short term," he said, adding that masks don't necessarily make skin healthier. But after a few spa nights with your girlfriend, your relationship might be.

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