



## men's aesthetic procedures

# Understanding Men's Skin

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A man's face is his calling card and a chronicle of his life. It tells his age and how well he has cared for it during those years. Unlike women, men do not use makeup to mask flaws or less than desirable features. Some may rely on facial hair to soften their appearance, but most male faces go naked out into the world, facing the elements with no buffers between them and the sun, wind, humidity, and pollution. This minimalist approach to skin care may save time in the short run, but it is costing men their lives as the rate of deadly melanoma triples in men over age 50. No matter how busy a lifestyle he leads, no man can afford NOT to take a few extra minutes each day for preventative care. The good news is men can still have great skin with minimal effort.

### PHYSIOLOGY OF MEN'S SKIN

The first step in caring for men's

skin is to understand how it functions. While men and women share many similarities regarding skin, there are marked physiological differences which impact the health and the appearance of men's skin. To the naked eye, men's skin looks thicker, sturdier, oilier, and more porous. Their skin also seems to have more color to it because of higher melanin content.

Sexual hormones are the underlying force behind a man's physical features. Androgens are a class of male hormones which control the development and maintenance of masculine characteristics. Testosterone is the primary male sex hormone. It surges during puberty and transforms boys into men. Suddenly their voices drop, facial hair sprouts, sweat glands become more active, and sebaceous glands found in the skin start pumping out higher levels of sebum. These sebaceous glands are more active in

men's skin and make men's skin oilier than women's skin. There is a paradox here in that many men with oily skin are also prone to dryness due to shaving habits.

Men's shaving habits impact more than the health of their skin. It can also help determine their life expectancy. A 20-year study of over 2,000 Welshmen found that the less a man shaved, the higher his risk for stroke, heart attack, and lung cancer. Not only did those men who shaved every day have a longer life expectancy, they were also more likely to be married or have sex more often. Researchers believe that there is a link between beard growth and sex hormones. Those who did not shave every day were found to have lower testosterone levels.

Male hormones also increase collagen production, the framework needed for the cells to grow. This

gives men denser, stronger-looking skin, and makes it less susceptible to wrinkles. Once a man reaches the age of 30, his testosterone production begins to gradually decline, which in turn causes collagen and oil production to slow down. The decrease continues through adulthood until men reach andropause, similar to menopause in women. By the time a man reaches age 70, his collagen levels drop so significantly that skin becomes softer, saggier, drier, and visibly wrinkled from the lack of collagen fibers supporting it.

External influences can also speed up the aging process of skin. Lifestyle choices such as smoking, drinking, and poor eating habits deprive skin of needed oxygen and nutrients, and

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leave it looking dull and lifeless. Skin stretched from yo-yo dieting may not snap back to its original shape. The

environment takes the most visible toll on men's skin. Too much sun, and not enough protection, accelerates the aging process and the breakdown of skin's integrity. Prolonged exposure leads to hyperpigmentation, wrinkles, and worst of all, an increased risk of skin cancer.

#### SKIN UNDER ATTACK

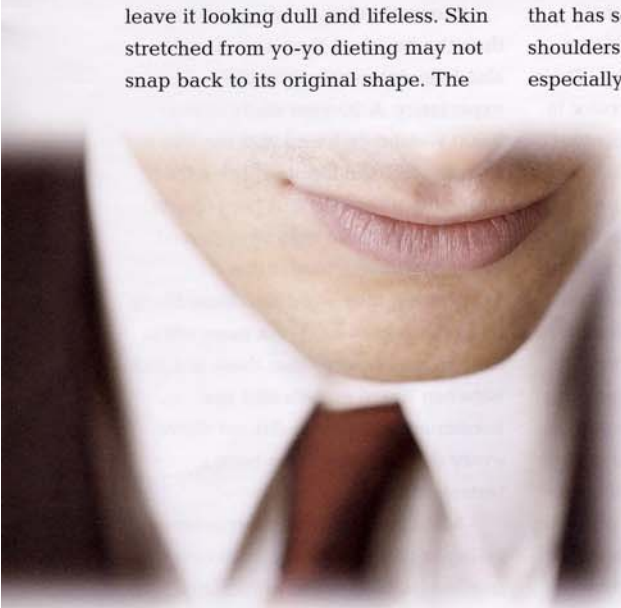
The physiology of men's skin makes it susceptible to certain skin ailments. One of the most common is *acne*. Because male skin produces more oil and sweat, it is more prone to acne

than female skin. Male acne is not limited to the face. *P. acnes bacteria* can trigger eruptions anywhere on the body

that has sebaceous glands – chest, shoulders, and back. Male athletes, especially football players, are also susceptible to a condition called *acne mechanica*. It affects areas of skin where heavy padding or clothing continually rubs on skin which is exposed to heat, dust, and sweat. As men age, acne breakouts taper off because of the gradual decline of sebum production.

*Rosacea*, a chronic condition which causes redness around the cheeks, chin, nose, and

forehead, is sometimes mistaken for acne. They are two distinctly different conditions. Acne occurs when pores become plugged, resulting in blackheads and pimples. Rosacea seems to be linked to the vascular network of the central facial skin and causes redness, bumps, pimples, and other symptoms which rarely go beyond the face. The presence of broken or congested capillaries is also often seen in rosacea sufferers. Men's noses seem to be especially vulnerable to rosacea. Remember W.C. Fields' famous red, bulbous nose? It is now believed that rosacea was responsible for his appearance. It is estimated that 1 in 20 men over age 40 will develop rosacea, especially those of Scottish, Irish, English, Scandinavian, Welsh, or



eastern European descent. Rosacea cannot be cured, but its symptoms can be controlled and in some cases eliminated.

*Psoriasis* is a genetic, autoimmune disease which affects skin. Once the disease is triggered, the skin cells pile up on the surface of the body faster than normal. Normal skin cells mature and are shed about every 28 days. When psoriasis is present, skin cells rise to the surface of the skin in three to six days. The body cannot shed the skin cells fast enough, resulting in dry, itchy patches of lesions on the surface of the skin. The average onset for men is 22 years of age. Topical and systemic treatments provide only temporary relief. Psoriasis is incurable and is often associated with other health issues including arthritis.

Facial hair can also be the source of problems for men's skin. *Pseudofolliculitis barbae*, or razor bumps, are commonly found in the face and neck area. Men of African American descent or with curly hair are most susceptible. It is brought on

by shaving. As the razor pulls across the face, hair left behind springs back and grows into the skin instead of out. The skin becomes red and irritated, and inflamed red bumps mark the razor's path. These bumps can become infected and cause scarring and hyperpigmentation if left untreated.

Facial hair can harbor another "skinvader." Red, itchy flakes around the eyebrows, nose, and beard signal a case of *Seborrheic dermatitis*, or facial dandruff. It is believed to be caused by overactive skin yeast called *pityrosporum*. *Seborrheic dermatitis* is most prevalent in younger males, especially those with oily skin. There is an inherited component and other features in common with psoriasis. Specially formulated cleansers and topicals can bring the yeast under control and prevent future outbreaks.

None of these skin conditions is as life threatening as *melanoma*, the deadliest form of skin cancer. According to the American Academy

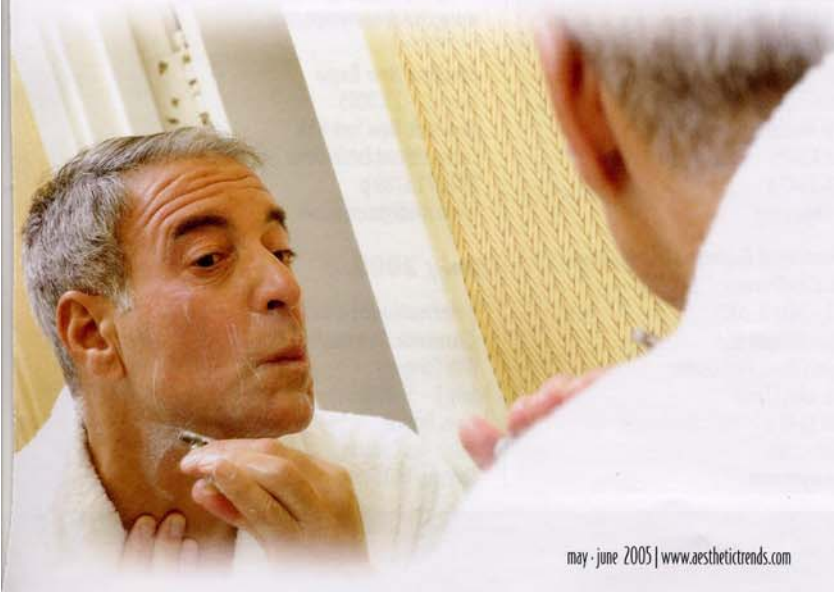
of Dermatology, melanoma is THREE times more common in men over age 50 than in all other groups. Researchers believe part of the problem is that men spend more time in the sun playing sports and working, rarely use sunscreen or apply it incorrectly, and do not take the time to examine their skin for suspicious moles or spots. Melanoma does have a 95% cure rate if detected in the early stages. Monthly self-exams and annual physician screenings save lives and must be incorporated into a man's personal maintenance schedule.

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#### A FITNESS PROGRAM FOR SKIN

Mention skin care and most men will say their busy lives do not allow for time to fuss with their faces. A different approach is needed. From preventative care to repair, men's skin does need attention to look its best and stay healthy. Multi-purpose products will streamline a man's daily regimen while delivering results for myriad skin challenges. A simple two-step skin care regimen incorporated into a man's daily shaving routine is manageable for even the most on-the-go man.

For starters, men need to stop washing their faces with regular soap. Deodorant bars are meant for the torso, legs and underarms, not for sensitive facial skin. These harsh soaps are drying to skin and consequently create an overproduction of oil, which can lead to blackheads and breakouts.



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**SKIN CARE FORMULATED  
EXCLUSIVELY FOR MEN**

The complexities of men's skin require different care than women's skin. Physician's Choice of Arizona, Inc., a leader in skin care science, introduces PCA® MEN, a new system formulated exclusively for the special needs of men's skin. Men's skin is denser than women's due to higher collagen content and oilier because of more active sebaceous glands. It has a tendency to perspire more heavily, yet it is also more prone to dehydration, redness and irritation caused by shaving.

The multi-purpose formulations of both Total Wash Face and Body Cleanser and Total Defense Calming Hydrator SPF 25 deliver multiple benefits with minimal effort. The two-step process is fast and easy; making it a good fit into any man's daily grooming routine. The PCA® MEN system is the latest in skin care science formulated by Physician's Choice of Arizona, Inc. The advanced topicals serve as treatment catalysts for acne, eczema, hyperpigmentation, psoriasis, rosacea, and sun damage. Physician's Choice, Professional Products, PCA SKIN, Clinical Care Products and PCA, MEN skin care products are available through select clinical practices in 60 countries.

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Facial cleansers should be formulated to penetrate surface oils and perspiration for deep cleansing without drying. They should also encourage cell turnover to discourage acne breakouts. Ingredients such as aloe vera and azulene extracts soothe skin irritated from shaving, while ingredients such as lactic acid, cinnamon, and tea tree oil can help keep breakouts under control.

Men's skin ages better than women's skin because men exfoliate every day when shaving. The act of shaving also helps keep facial muscles toned as they move the mouth and chin around to accommodate the razor's path. To minimize irritation and the appearance of razor bumps following shaving, men must avoid alcohol-based aftershaves and lotions. Not only is it drying, alcohol can sensitize skin and trigger rashes. Post-shave balms or lotions should include skin-friendly ingredients such as vitamin E and squalane which hydrate skin and promote healing. Properly hydrated skin will keep follicles less susceptible to painful ingrown hairs. Men's oil rich skin can also benefit from post-shave formulas with licorice extract, a gentle sebum regulator and anti-inflammatory ingredient. And last, but not least, look for a product which also includes a broad spectrum sunscreen with an SPF of at least 15.

While more men are joining women in seeking out professional skin treatments and cosmetic surgery, they are targeting issues which are uniquely male. Many of the treatments being offered focus on rejuvenating sun damaged skin and reducing the discomfort and appearance of razor bumps and shaving irritation. The best

way to maintain skin's health is to give it a regular tune-up. Medical spas and skincare clinics offer several lunchtime treatments which can add essential nutrients, unplug pores, and restore vitality to stressed skin. These treatments include enzyme masks, lactic and salicylic acid-based peels, and oxygenating facials to improve circulation and infuse skin with reparative antioxidants.

Men are visual creatures so whenever possible, track their progress by photographing their faces before, during, and after a course of professional treatments. These images serve as effective teaching tools which illustrate the skin maintenance process and also provide the incentive to continue on a path of skin wellness when they see visible results documented in a photo diary. Once men witness how a few minutes of care each day will reward them with a lifetime of healthy and vibrant skin, they will welcome the results and the means to achieve them. **PAI**



Margaret Ancira,  
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