

## Blend it Like Beckham! Men's skin care and makeup on the rise.

Wednesday 1 January, 2014

He's an international heartthrob, one of the countries most adored treasures and by all accounts a pretty stand up guy and now it seems, whilst the father of four has called time on his playing career, there's plenty more to come as millions of men follow in his grooming and cosmetic footsteps. With as much as one in ten men across the UK expected to regularly dabble in a little bit of makeup this year, in search of a huge slice of the Beckham magic, his status as a global style icon looks set to head swiftly into the grooming terrain.

Whilst the red carpet may be a little out of reach for most of us guys, that hasn't stopped us deploying the likes of concealer, bronzer and even guyliner, as we grasp with both hands, not just the inspiration of Goldenballs himself, but the evolution of the modern man. With Britain's leading brand MMUK MAN, offering such products, along with male makeup such as brow gel, anti-shine and foundation, now more than ever grooming conscious gents are being given the tools to achieve complete success.

With men in their thirties fueling the exploding demand for men's cosmetic products, owing hugely to the cited grooming inspiration of Beckham himself, it look set to be another record breaking year for the industry.

You wouldn't be too hard pressed to find a man in your life who regularly sports Beckham's self entitled aftershave cologne, with the phenomenal commercial power of the main man himself clear for everyone to see. In fact, in some cases during research carried out by Debenhams, men admitted to leaning towards a particular product if it was directly endorsed by David.

Other statistics reveal that in excess of £90 per month is spent on average by men, in order to delve into the higher echelons of skin care, grooming and cosmetics, in search of the perfect look. Male cosmetics, such as those previously mentioned, turn a before waiting game into a mating game, as attracting women tops the charts in terms of motives for dabbling in a little man-slap.

When mastered correctly, natural makeup for men wear boasts an improvement in skin texture, colour and tone. As the barriers of male makeup breakdown further, MMUK MAN look set for yet another whirlwind year. After all, blemishes don't care for specific chromosomes, so why should we us guys?

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