

Lady killer: you don't have to be a homicidal maniac to have a post-shave regime (but it helps)

AFTER SHAVE

THE BEARD IS OVER: NOW GET YOUR SKIN BACK UP TO SCRATCH

→ Time was (16 months ago, to be precise) a Grizzly Adams beard was the mark of a fashionable man. No longer. Perhaps it's due to the fact we actually had some kind of summer this year (no one wore a beard in the heat), or perhaps women in our lives finally got against having their faces scratched with wire wool, or maybe simply because we're getting on a bit. The fact is, a beard has come to be seen as a relic of a bygone era. The designers at A/W '14 runways were full of baby-faced Lanvin, Louis Vuitton, Gucci and Dior, and a fresh and contented beard is easy (if in a barber), maintaining a smooth chin of your dreams is not as straining as it may seem. Herewith, a grooming arsenal you need to keep stubble-free skin looking as good as Patrick Bateman's.



1 | PRE-SHAVE

Formulated for normal to oily skin, Kiehl's new deep-cleansing pre-shave



2 | SHAVE

Thick, foaming and super-moisturising, this multi-purpose shaving lotion from Neville cleans the skin and adds a protective



3 | POST-SHAVE

From Dove's new premium range, this post-shave repair balm is light enough to be absorbed quickly by skin, rapidly moisturises and smells exactly as you want to after shaving — manly. Intense Post-shave Repair Balm (Dove Men+Care) dove.co.uk



4 | DAYTIME

Once you're shaved and ready to go, apply this gentle emulsion from Dior for day-long nourishment and repair. It's light enough to apply regularly and scent-free — great for regular application. Repairing Moisturising Emulsion by Dior Homme dior.com £37



5 | AT NIGHT

Unlike many nighttime moisturisers, this light, scent-free emulsion is absorbed quickly. Containing plant actives to promote cell renewal, you'll actually wake up looking brighter. Heat & Soothe Night by Colbert MD uk.spacenk.com £120

6 | WEEKLY

Don't be tempted to skip daily — this will irritate even the hardest faced. Let alone skin that has recently been shaved, once a week to banish dullness and brighten. Face Scrub by Clinique clinique.co.uk £19



8 | FOR BREAK-OUTS

Regular shaving leads to the occasional spot. Tackle them head on with Clinique's anti-blameish gel. Be warned: it stings when you use it, but you'll know it's working. Anti-Blameish Solutions Clearing Gel by Clinique for Men clinique.co.uk £14