

## Never Judge A Product By Its Packaging

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In the past, I've bemoaned the packaging and advertising used to sell men's skin care products. Not only is it absurd that the word 'metrosexual' is still in our 2011 lexicon, it's even worse to have to battle against that label as a man who takes care of himself and his appearance. At 25, I prefer to live my life acne-free, and when I turn 40, I don't care to be mistaken for a 60-year-old. How could these predilections possibly be viewed as un-masculine?

Needless to say, when I first saw the packaging for FaceLube's 3-step men's skin care line – designed to look like a bottle of motor oil with matching analogies in each product description – I rolled my eyes. Sure, it's silly and mildly demeaning, but I'm not going to dwell on the packaging for one simple fact – the products are excellent. Three easy steps to clear skin? Yeah, I don't care what the package looks like; you can sign me up for that.



Designed for both morning and evening use, FaceLube's three steps include an organic cleanser, a damage repairing moisturizer and an additional lubricant designed to protect from further harm. The cleanser packs an impressive combination of skin-healthy oils and organic plant-derived extracts that left my skin feeling smooth and grime-free. Faint smells of mint and citrus permeated the air, which only added to my enjoyment of the product.

Steps two and three, both moisturizers, work in conjunction with each other to repair past problems while preventing future damage from the elements. Both products absorb nicely into the skin, moisturizing without leaving the skin feeling greasy or oily. Living in Arizona, I have an added incentive to keep my skin moisturized in an attempt to ward off UV ray damage from the ever-so-prominent sunshine. These products afford a dual purpose –they keep me confident in how my skin looks while keeping it safe from the environmental effects around me.

While I may not like the packaging, I do love these products. What's that saying about a book and its cover again?