

(man at his best)

masculinity

## The Cure: How Not to Be a Metrosexual

You never thought it could happen to you. You started out with a single pomade, and now you've become softer than that kale-scented man lotion you rub under your eyes three times a day. Not that there's anything wrong with that. Actually, there is. So if you're interested in salvaging even an iota of your fast-fading masculinity, use the chart below to convert the frilly potions crowding your medicine cabinet into no-nonsense toiletries.

—JAMES OLIVER CURY



### Face-cleansing glycerin bar » Irish Spring

You know you're in trouble when you start calling your soap a "face-cleansing bar." Your father's Irish Spring (\$2 for three) may not be fortified with stuff like vitamins, but real men swallow horse-sized pills to get nutrients. For extra toughness, slice the bar with a big knife like they do in the commercials.



### All-over hydrating shampoo » Head & Shoulders 2 in 1

If God had wanted you to massage shampoo all over your body, He wouldn't have invented Irish Spring (see above). Then again, there's nothing wrong with saving a little time by killing two birds with one stone. Head & Shoulders 2 in 1 (\$4) not only stops dandruff and conditions, its intense formula may actually kill birds.



### Ultra-shine sculpting putty » Royal Crown Hair Dressing

They say Elvis Presley used this two-dollar jar of goo that looks, feels, and smells like Vaseline. Have you been laid more times than the King? Enough said.



### Nourishing cream » Lubriderm

Believe it or not, there's actually *another* use for this lotion. We're here to tell you that nothing renews, rejuvenates, and revitalizes your skin like good old Lubriderm (\$3.50)—not that you should care about such sissy stuff.



### Alcohol-free refreshing sticks » Speed Stick

Here's a good rule for the new, less fey you: Never, ever pay more money to get less alcohol. Speed Stick (\$2) offers plenty of locker-room-fresh scents—musk, ocean surf, and avalanche—and has a swaggering jingle: "By Men-nen!"



### Luxurious shaving butter » Barbasol shaving cream

Unless you are lying on your kitchen floor alongside a naked Kim Basinger, there is absolutely no justifiable reason you should be smearing butter on your face. Barbasol shaving cream (\$1.50) has managed to work well for decades without anyone ever accidentally spreading it on toast.

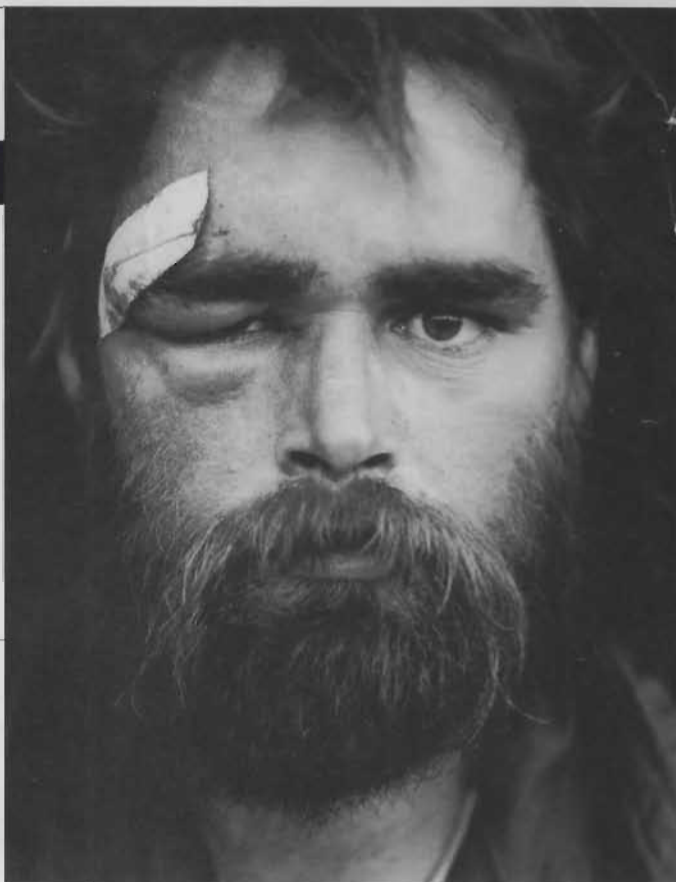


### Soothing shaving balm with eucalyptus extract » Skin Bracer

Aftershave isn't supposed to smell like the tropics and feel like a massage. It should reek like napalm and sting like hell. Skin Bracer (\$5) does both.

### Sunless tanning lotion » a hard day's work in the sun

Get off your ass, you pasty-faced wuss!



## The Endorsement: The Shiner

**IT HAS NOTHING TO DO WITH THE PAIN.** You can throw out your back so severely that you want to cry every time you tie your shoes, but all you're ever gonna get for your invisible anguish is geriatric jokes. A spasmodic duck will never, ever get you a sympathy lay, no matter how much you whimper. Trust me. Recently, however, I had the good fortune of getting smacked in the face. Now, don't worry about what it was that struck me—knuckles, the butt of a gun, a very irresponsibly-left-open kitchen cabinet. That's irrelevant. The fact is, when I woke up the next morning, I had a dark, purplish crescent beneath my left eye. The injury hurt a lot less than a torn ligament or a little internal bleeding, but it looked as if I'd been through hell. That's the beauty of an ugly shiner. Men see it and give you respect: That ring around the eye is proof that you're not simply willing to fight, you're willing to *lose*—and that makes you just plain old crazy. (Even a tough guy knows better than to go messing with a madman.) And women see it and lavish you with affection. For them, that sad semicircle signifies an impossible fantasy—the rugged male with a sensitive soul. Rugged because he's willing to throw down, sensitive because, well, he obviously sucks at it. A little Florence Nightingale action can't be far behind. Of course, the best thing about a black eye is that it lingers. After the pain has faded, the evidence—and the perks—remain for weeks. Longer if you apply a little makeup.

—DAVID KATZ