

Is your pharmacy keeping up with the growing demand for natural health, fragrance, skin and hair care products formulated specifically for men?

Health

Research shows that men are more likely than women to eat food high in fat, exercise less after the age of 35, drink alcohol in excessive amounts, smoke, use illicit drugs and not admit to experiencing emotional stress, according to the Royal Australian College of General Practitioners (RACGP).

"Men face a higher death rate when it comes to cancer, heart disease, stroke, diabetes, respiratory disease, influenza, pneumonia, mental health problems including suicide, and accidents. These statistics are concerning and men need to take this seriously," said Dr Lynton Hudson, a GP from Queensland and chair of the RACGP's National Expert Committee on Standards for General Practice.

Certain nutrients, such as zinc, are particularly important to male health, so most supplement ranges feature a multivitamin and mineral formula tailored to the unique nutritional requirements of men. Try Nature's Own Mega Potency Men's Multivitamin (1).

Weight control

According to research conducted by marketing consultancy company, The Leading Edge, half the men who are overweight or obese in Australia are not actively incorporating dieting or weight-watching into their lifestyle.

The report, based on a trend index of 1210 Australians aged 18 to 64, hypothesised men are less likely to acknowledge their weight issue because marketing, advertising and media currently neglect them and focus predominantly on women.

"The trend index found weight issues were the second biggest concern for the Australian public, after the environment, with 78 per cent currently dieting or

watching their weight," said Chris Meredith senior consultant in branding and innovation at The Leading Edge.

"However, this seemingly high figure is masking a more significant issue: men are being ignored. Currently 47 per cent of women actively incorporate dieting or weight-watching into their lifestyle compared to 33 per cent of men.

"Yet the latest Australian Bureau of Statistics figures show not only are rates rising, but almost two thirds of men are either overweight or obese. This means there are twice as many overweight men than there are men actually taking any steps to address the problem.

"The Leading Edge believes men are being thrown to the curb in favour of women, who are the targets of most weight loss marketing from manufacturers and retailers.

"Whilst there are some new products aimed at men trickling onto the market, there is still a long way to go to catch up with the plenitude of products that are targeted at women.

"There is a large, and potentially even larger, market here that businesses should be actively looking at targeting."

Stress

Medical herbalist Jenni McLoon, who is the training and publishing coordinator at natural health company Nature's Sunshine Products, said stress is a major concern for many men.

"Like the many women I talk to on the Nature's Sunshine information hotline, men often report being stressed. This affects their libido, energy levels and most importantly, their sense of wellbeing.

"It's important to start at the basics with a good quality B complex to support the nervous system and adrenal glands, vitamin C for stress and adrenals and magnesium which is essential for the transmission of nerve impulses. A high percentage of people are deficient in magnesium and prolonged stress causes further depletion.

"Herb-wise there are three herbs which are somewhat specific to men, but are still

useful for women: withania, damiana and cordyceps," she said.

Ms McLoon said withania (also known as ashwaghandha or Indian ginseng) is considered by many to be a first class 'adaptogenic' tonic.

Adaptogens, as their name suggests, facilitate the ability to adapt to a variety of heightened stressful experiences (whether physical, mental or emotional).

Withania is held in high regard for its ability to:

- increase vitality, energy, endurance and stamina.
- promote longevity and strengthen the immune system without being overstimulating.
- nurture the nervous system and counteract anxiety and stress to promote a calm state of mind.

"Whilst this all may seem too good to be true, it is also considered one of the most potent tonic aphrodisiacs of all and is considered in the Ayurvedic tradition to be specific for low masculine libido.

"In herbal medicine, withania is considered an energy tonic like Korean ginseng, but is uniquely beneficial for calming the mind, relieving arthritis and building sexual energy, whereas Korean ginseng is more specifically effective for low energy caused by digestive weakness."

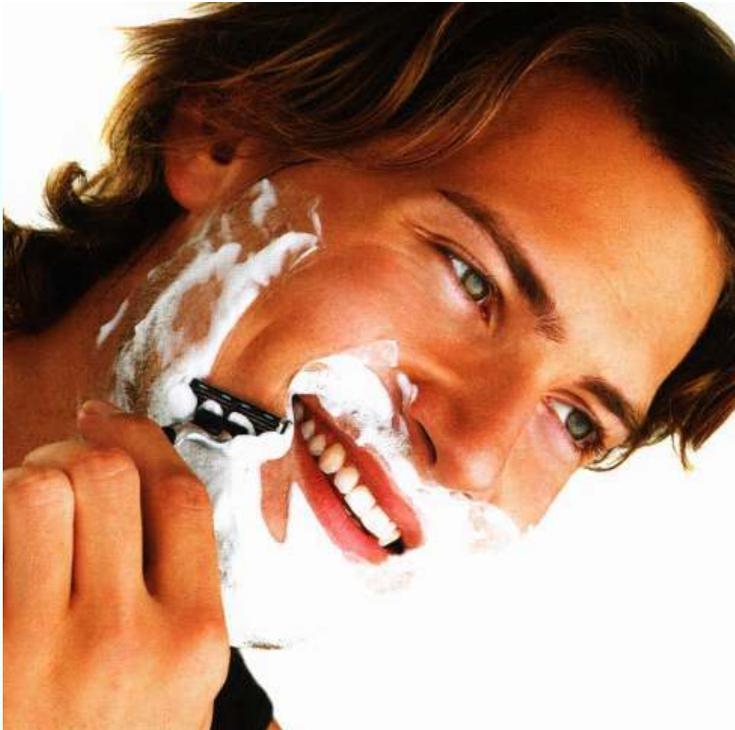
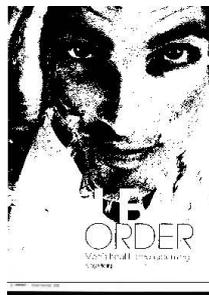
According to Ms McLoon, the recommended dosage of withania is approximately 3000mg daily. Try Nature's Sunshine Withania (2).

The herb damiana has a long history of traditional use as a sexual enhancer and antidepressant.

"Modern Mexicans drink an alcoholic beverage made of diamana, popularly known as the 'liquor for lovers'.

"Damiana works to improve sexual dysfunction in men in a similar way to Viagra by relaxing the muscles within the artery walls of the penis to allow more blood to flow through the arteries, which is what causes an erection."

Ms McLoon said the recommended dosage of damiana is approximately



2000mg daily.

A herb less familiar to Westerners, but used extensively in China for stamina and endurance, cordyceps is considered one of the most valued medicinal fungi in Chinese medicine and also one of the most potent, according to Ms McLoon.

"This herb is useful for the so-called 'weekend warriors': those who participate in weekend sport but are not terribly fit.

"Cordyceps also boosts the immune system. If the immune system becomes weakened due to prolonged stress, men are much more susceptible to illness and infection."

According to Ms McLoon, cordyceps:

- improves respiratory function.
- protects against free radical damage.
- improves fatigue.
- reduces muscle soreness.
- enhances recovery.
- promotes better oxygen efficiency.

"To increase energy, endurance and fight fatigue, take 2000 to 3000mg a day with meals. You need to take cordyceps regularly to get results and benefits should start to be seen in one to two months."

Grooming Fragrance

According to the Fragrance Foundation, smelling good has never been a more basic

Men's skin can face specific challenges such as: a minimal or non-existent skin care routine; the drying and damaging effects that regular shaving has on the skin; and increased exposure to the elements if working outside or participating in outdoor sports or hobbies.

part of masculine grooming.

"Colognes, shaving foams, after-shaving lotions, skin conditioners, soaps, after-shower body rubs and talcs all add a refreshing and delightful dimension to masculine living," the Foundation's website states. Try Joop! Go (6).

Men's fragrance comes in three main forms, according to the Foundation.

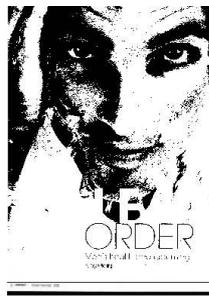
- **Perfume.** Several fragrance lines for men include this most concentrated form of fragrance. Meant to be applied sparingly to the pulse points, it provides a long-lasting application.
- **Cologne.** Men's cologne is usually the

most concentrated and lasting form of fragrance, blending natural essential oils, aroma molecules and fixatives. Like perfume, a fine cologne may contain several hundred different ingredients. Since fragrance rises, it should be splashed or sprayed on the body from the feet up.

- **Aftershave.** Next in strength to cologne, aftershave is also made of perfume oils in a hydro-alcoholic solution. Created to be applied to the face, there are two forms. One features cooling astringent qualities to heal small nicks and cuts. The other, a relatively new development, incorporates ingredients which moisturise and smooth the skin. The scent is formulated to perform for a short time.

The Foundation divides men's fragrance into the following scent categories:

- **Aromatic:** thyme, sage, mint, rosemary, anis and clove are some of the herbs and spices that produce an aromatic perfume.
- **Fresh citrus:** classical citrus notes (bergamot, orange, lemon, petitgrain, mandarin, etc.) that linger down to the base of the fragrance.
- **Floral citrus:** floral accords round out the fresh citrus background of this masculine blend (woods and spices).
- **Fougere:** a powerful fantasy composition of bergamot, oakmoss and geranium.
- **Marine fougere:** ozonic and marine accords act as the element of freshness in this modernised fougere.
- **Amber oriental:** sweet ambery accords with balsamic, caramel or fruity nuances in the top note.
- **Spicy oriental:** warm exotic spice notes intertwined with oriental base accords.
- **Woody chypre:** base notes dominate, with moss and patchouli aspects lightened with a fresh citrus top note.
- **Leathery chypre:** dry, smoky or warm balsamic leather accords counterpoised with a fresh top note.
- **Tobacco:** flowers, woods and balsam create this warm and sensual blend.
- **Woody:** a warm, dry, elegant and masculine scent. Patchouli, vetiver, sandalwood and cedar form the heart of these fragrances.
- **Lavender:** a lavender note is dominated by the fresh, bracing scent of the flower. It is often blended with fougere, woods or floral notes.



Skin care

Because men tend to have thicker and often oilier skin than women, their skin care needs are different.

Men's skin can also face specific challenges such as:

- increased likelihood of break-outs, blackheads etc due to excess oil.
- a minimal or non-existent skin care routine.
- the drying and damaging effects that regular shaving has on the skin.
- increased exposure to the elements (sun, wind, water and extremes of temperature) if working outside or participating in outdoor sports or hobbies.

Ex-hairdresser/salon owner and creator of the Gaia Made for Men skin care range, Simon Vogrinec, offers men the following tips for achieving great skin.

"In the shower, or at the sink, use a facial scrub to lift surface dirt, dead skin cells, cleanse any acne and minimise ingrown hairs." Try Gaia Made for Men Face and Body Scrub (3).

"Apply to fingertips and massage gently into the beard area in small circular motions, then rinse thoroughly."

"If you are shaving every day or more, and not showering first, you may just want to use a face wash every second day instead.

"To conclude, apply an aftershave balm or moisturiser, or a product that is two-in-one.

"Apply with fingertips and massage all over face and neck. Use regularly to maintain a youthful appearance and clear skin." he said

Shaving

Mr Vogrinec also offers men the following tips to achieving the perfect shave:

1. Let skin wake up before shaving

"Whenever possible, don't just get up in the morning and shave; let your skin wake up a little - have breakfast, shower or get your clothes out first.

2. 'Wet shave' with hot water

"My number one key rule is 'wet shave'. It is the best way to achieve an effortless shave that's baby smooth, and to minimise the redness, skin irritation or burning sensation most guys seem to just accept as normal.

"You must keep your face wet with plenty of hot water before, and during, the entire shave.

"The best time is after a hot shower, not before your shower. Though if you need to shave without taking a shower, wash your face with hot water for a few minutes.

"With a layer of hot water and gel or lather between your skin and the razor blade, it will skim the surface instead of dragging on it, which is the main cause of irritation, redness and shave bumps.

"The hot water also opens the pores of your skin and relaxes your facial muscles, and softens your whiskers for more effective cutting. A steamy bathroom or hot towel helps too.

3. Use the razor right

"Warm some shave gel in your hands and apply to the cheeks, chin and neck, which will minimise friction." Try Au Thermale Avene Shaving Foam for Men (4).

"Then, using a sharp razor, press gently

against the skin and using short strokes, shave in the direction of the hair growth. Generally this is down the cheeks and up the neck, but if you are uncertain, run a finger across your stubble to see which way the hair is growing. Rinse your blade regularly.

"If you have time, or are preparing for a special occasion, re-lather and shave again to make sure you haven't missed anything.

4. Finish it off

"To finish, wash face and neck thoroughly and pat dry with a towel. And don't rub your face vigorously with the towel - it will only irritate the skin."

Hair care

A good shampoo to remove dirt, styling product build-up and excess sebum on the scalp should be the basis of all men's hair care routine.

Those with longer or drier hair may also benefit from using a conditioner to detangle, smooth and moisturise.

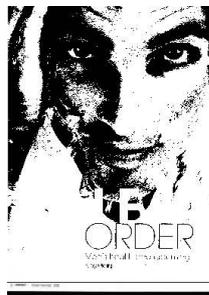
All hair care products chosen should be matched to the customer's main hair type, condition or concern, for example: normal, fine, oily, dry or dandruff-prone.

In terms of styling, an ever-expanding array of products created specifically for men are making their way onto the market.

In addition to the classic gel and wax products, new formulations with often wacky names like putty, gum, dough, paste, glue and mud are also available to create the perfect style. Try Moosehead Defining Paste (5).

On the shelf





Bee prepared for hayfever season

ALPHAPHARM'S antihistamine range for hay fever and allergy relief has been re-branded for this year's peak allergy season.

AllerEze (loratadine), Xergic (fexofenadine) and Alzene (cetirizine) contain the same active ingredients in the same concentrations as the major antihistamine brands and provide relief from hay fever and allergy symptoms including a runny or blocked nose, watery eyes and repeated sneezing attacks.

Contact: www.alphapharm.com.au



Beat the baby blues

NEW Tommee Tippee Cosmic Comforters feature cute and quirky designs for baby boys and girls including hologram flowers, stars and planes in fresh summer blues and pinks to suit every little personality.

The comforters are specially designed with a symmetrical, orthodontic-shaped teat to fit comfortably inside the mouth and massage baby's delicate gums to assist in the growth and development of new teeth.

Contact: www.tommetippee.com.au

Defence against head lice

EGO Pharmaceuticals has launched a new product to protect children from head lice outbreaks at school or child care: Moov Defence Spray.

The spray is applied as a daily leave-in conditioner to provide ongoing defence and protection from head lice over an eight-hour period.

The natural formula is based on eucalyptus oil. It is light, non-greasy and has low residue.

Contact: www.egopharm.com.au



Get organised

MY Health Organiser is a new personal health record-keeping system designed to help patients become more involved in their health care and improve communication between a patient's health care providers.

The A5 size filofax-style leather-like folder enables patients to easily keep track of their medical information and record doctor visits, medications, medical history procedures, test results etc all in one safe place, providing an easy reference for their health care providers.

Contact: www.myhealthorganiser.com.au