

EDITED BY JODIE HARRISON

THIS MONTH >>>
WHY A SKINCARE
REGIME CHANGE
COULD TRANSFORM
THE FACE OF POLITICS

GROOMING



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Politics: a stressful existence by anyone's measure. The world's statesmen may not be known for their grooming but there's no harm in a little attention to detail. After all, a healthy, well-presented politician is a reassuring politician. And forgive us, but we like the sound of that. It's time to prepare for battle...



BARACK OBAMA

By far the leader in sartorial terms, Obama always looks relaxed, approachable and professional. But then it's early days: he should keep on top of things by looking after his skin, preventing lines around the eyes and forehead that are caused by sleepless nights and stress.

PROBLEM
Fine lines and wrinkles

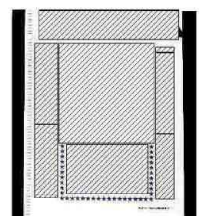
Try this Firewall by Medik8 is an exciting new antioxidant serum which activates when pumped, making it five times more potent than anything else on the market. The techie name comes from the action: it's designed to protect and filter out damaging free radicals that age your skin. Apply after you've washed your face and leave for a few moments before applying your moisturiser. *Firewall by Medik8, £89 for 30ml. 0844 800 3718.*

PROBLEM
Ingrown hairs

Expert's opinion "Ingrown hairs are more prevalent in men whose hair is curly," says Anthony Sosnick, founder of Anthony Logistics. "To avoid this, shave during or after a warm shower to soften and raise the hairs and exfoliate two to three times per week. This all helps to lift the hairs, allowing the razor to cut them easier." **Try this:** *Ingrown Hair Treatment by Anthony Logistics, £27 for 70g. At Space.NK. 020-8740 2085.*

PROBLEM
Dry scalp
Try this Just over

half of all men in the UK suffer from some sort of scalp condition, which is why hair guru Kérastase has developed a new range of in-salon hair rituals to help alleviate irritable scalps. Its Biotic Micro-Peel exfoliates and uses ingredients to help maintain your scalp's delicate moisture balance and remove damaging product build-up. *Biotic Micro-Peel by Kérastase, from £15. 0800 072 6699.* ▶







DAVID CAMERON

The Tory leader does quite well in the grooming stakes, but there's always room for improvement. Here's how...

PROBLEM

Fine lines

Try this A new treatment exclusive to the London spa Hydro Healing, hydrodermabrasion is like a facial but works deeper on the skin, smoothing away dead skin and infusing oxygen deep into the pores to refresh.

Hydrodermabrasion, £85 for an hour. 020-7727 2570, www.hydrohealing.com

PROBLEM

Discoloured teeth

Expert's opinion

"Red wine and coffee can discolour teeth," says Dr Roellin from Swiss Smile. "Zoom uses a whitening gel, painted onto your teeth then activated using an ultraviolet light to accelerate the whitening process in just over an hour."

Try this Zoom, £390. At Swiss Smile. 08450 944004.

PROBLEM Stressed skin

Expert's opinion

"Stress releases hormones including adrenaline and cortisol," says Dr Tom Mammone of Clinique. "These hormones can irritate the skin – the effects are very similar to the skin-ageing process."

Try this Superdefense SPF 25 Moisturizer by Clinique, £24 for 30ml. 0870 034 2566.

PROBLEM Greying hair

Expert's opinion "It's easy to treat greying at the temples by using a rinse shampoo," says session stylist Jonathan Soons. "The results are much more subtle than dyeing your hair."

Try this Cover 5' Colour Treatment by L'Oréal Professionnel Homme, from £10. 0800 072 6699.



The tired and pallid complexion shows stress has taken its toll on the prime minister. How should he address it?



GORDON BROWN

PROBLEM The male hair rut

Expert opinion: "Gordon's haircut is ageing him," says session stylist Zoë Irwin. "A cut that's taken in at the sides more then graduated into the neck would look so much more modern."

Try this: A haircut with Zoë Irwin, from £50. At Hari's. 020-7581 5211, www.harissalon.com

PROBLEM Dull, tired skin

Expert opinion: "Combination skin like Brown's needs to be balanced," says John Tsagaris, a contemporary doctor of Chinese medicine. "Start with a better diet – rich in fibre, omegas and antioxidants – gentle cleansing, and a day moisturiser to nourish the dryness."

Try this: He Mu treatment with John Tsagaris, £175. 0871 903 0000, www.energybodies.co.uk

PROBLEM

Dark circles and puffy eyes

Try this: Triple Oxygen Eye Mask by Bliss is a pick-me-up that contains vitamin C, antioxidants and cucumber which hydrate the eye area in minutes, leaving you looking well-rested, even when you're not.

Triple Oxygen Eye Mask by Bliss, £34 for four. www.blisslondon.co.uk

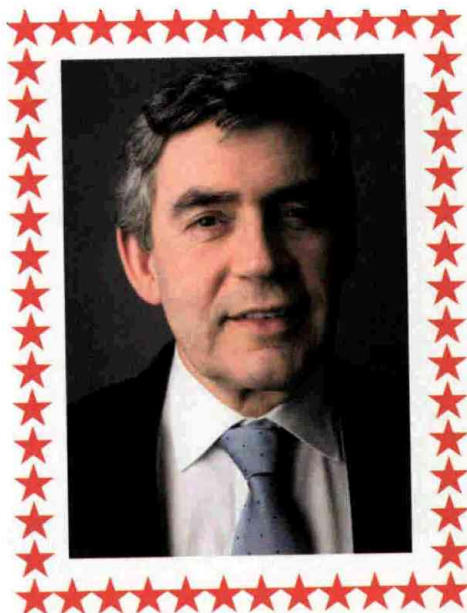
PROBLEM

Unruly eyebrows

Expert's opinion

"The key to shaping men's eyebrows is to tidy them and not to make the ends too thin," says Vaishaly Patel of threading clinic Vaishaly. "It's a big giveaway that you've had your eyebrows done."

Try this: Threading, from £30. 020-7224 6088, www.vaishaly.com



JOHN McCAIN

Bless him. It's not his fault, is it? But McCain could benefit from a little TLC. And *somebody* do *something* about that comb-over...

PROBLEM

Age spots

Expert's opinion "Age spots are caused by disturbances in melanin production which increase with age – hence the name," says Lesley Clough, skincare expert and Sisley national trainer. "Prolonged exposure to the sun can also be a factor as well as some types of medication. Sisleya Radiance helps to reduce the appearance of age spots by inhibiting the synthesis of melanin. The product also helps to curb the development of age spots by fighting against free radicals which damage the skin."

Try this *Sisleya Radiance Anti-Aging Concentrate* by Sisley, £225 for 30ml. 020-7591 6380.

PROBLEM

Receding gums

Expert's opinion

"This is often caused by aggressive brushing," says Dr Anoop Maini of Aqua Dental Spa. "For a healthier looking smile, McCain would benefit from veneers on his lower teeth and some tooth whitening."

Try this *Orthodontics* at Aqua Dental. 020-7935 5332, www.gentledentists.co.uk

PROBLEM

Open pores

Try this

Plasma Skin Regeneration is a laser resurfacing procedure that treats wrinkles, open pores, acne scarring and skin laxity on the face. After treatment, skin has a new lustre, but over six to 12 months, you'll see a difference.

By David Gault, from £875. 020-7935 7665, www.davidgault.co.uk JH 

