

Shaving can be pleasant respite

The average adult man who spends about 60 hours every year shaving probably doesn't know that his beard is comprised of about 15,000 hairs. Nor is he aware that his beard offers a resistance equal to that of a similarly thick copper wire.

"Still, it is relatively easy to make that 10-minute daily shave a pleasant respite in a busy morning," said Tamara of Tamara's Institute de Beauté in Farmington Hills.

"First apply a shaving preparation to set up and plump the beard, which allows the razor to slide easily over the area," she said. "At the same time the lubrication you've provided reduces the beard's resistance and eliminates skin discomfort."

Shaving is thought to be one of the reasons that men's skin ages less rapidly than women's. The shave exfoliates about 50 percent of the dead cells from the face, and if a shaving brush is used it has the same effect as a facial massage.

"On the other hand shaving can cause numerous irritating conditions: chafing, nicking, scraping and redness especially if the individual is trying to cope with an obstinate, tough beard or a sensitive facial skin," Tamara said.

"To combat this it is important to treat the skin and beard before and during shaving to minimize irritation. And it is important to treat the skin after shaving with solutions which soothe, anesthetize, tone, moisturize and heal."

To keep the skin soft and healthy looking and to give the best possible shave, Tamara offers a checklist.

- 1) Rinse blade under warm water before shaving.
- 2) Change blade often and clean the blade every day with alcohol.
- 3) Learn to apply the correct amount of shaving preparation. Too much clogs the razor. Too little fails to protect the skin.
- 4) Shave in the direction of hair growth to minimize irritation.
- 5) Give face an occasional rest. Don't shave for a day or two when the opportunity presents itself.



Tamara

Shopping for men only tonight in 12-Oaks

When asked, most men say they don't like to shop. They especially find Christmas shopping difficult. What size? What color? What would be special? What would surprise her?

Twelve Oaks has dedicated one special evening to help him solve his shopping dilemma - Men's Night - which runs from 5:30-9:30 p.m. tonight.

Christmas shopping can be such a hassle for men. We found Men's Night really helped our customer's husbands, says Colleen Thurston, Manager of Alvin's.

Twelve Oaks Fashion Guild will be available to give advice on gift ideas. They know what she would like and where to find it.

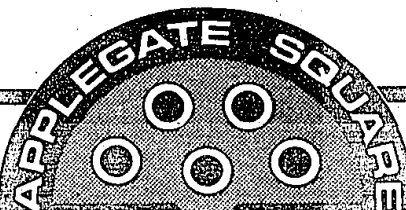
The stores have scheduled models and extra salespeople to give men shoppers personal service. Eddie Hauer is presenting a fashion and gift show in center court at 7 p.m.

Once the purchase is made, 12 Oaks will gift wrap packages. Free gift wrapping will be available at the Santa Service Center in the Sears Court.

There's entertainment and fun scheduled for the evening as well. The fun includes Vic Tanny's Christmas elves giving aerobic demonstration in the center court at 6:30, 7:30 and 8 p.m. A year's membership to Vic Tanny is being offered as a special prize.

And restaurants will have sampling snacks in center court.

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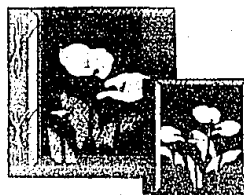
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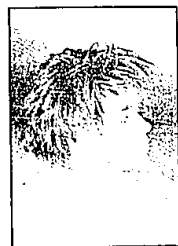
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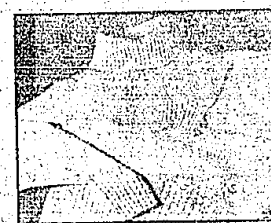
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