

malegrooming

PRODUCT LINE

NEWS



SHARP NEW SHIRTS IN DURHAM

THE ETERNAL search for the perfect shirt could be over, thanks to the arrival in the North East of shirts by new design house WISC, founded by Durham University graduate, Paul Brown.

WISC shirts are now being stocked for the first time in the region by designer menswear and lifestyle store Woven at The Gates Shopping Centre, Durham City.

Woven's founder and owner Chris Hayes said he was particularly impressed by the quality and design of WISC shirts.

"WISC are still only on their first collection, yet these are some of the best-quality shirts I have seen," said Chris. "I'm delighted to support the company's founder and designer, Paul Brown".

The first collection from WISC, which stands for Wolf in Sheep's Clothing, features classic striped shirts and is available in both men and women's cuts.

Woven, The Gates Shopping Centre, Framwellgate Bridge, Durham, DH1 4SJ. Tel: (0191) 374 1002.



ARE YOU A GUILTY MAN?

THE SEXY and charismatic new fragrance Gucci Guilty Pour Homme is for the super masculine man who certainly is guilty of living life on the edge. This month, Gucci's brand new scent arrives in The Perfume Shop stores nationwide.

Gucci Guilty is a seriously seductive fragrance encapsulated in a sleek metallic, dark glass bottle, which leaves an alluring effect with just one squirt. Its intoxicating notes include orange blossom and woody accords of cedar and patchouli, creating a strong sensual blend.

Complementing Gucci's portfolio of popular perfumes, Gucci Guilty Pour Homme is a real statement of luxury and masculinity in a bottle.

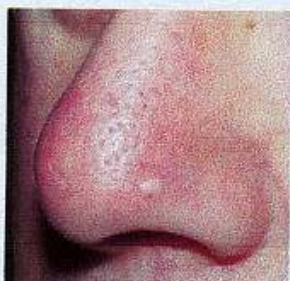
Available from The Perfume Shop, Gucci Guilty Pour Homme can be purchased in the following sizes, EDT Spray (30ml), RRP £32, EDT Spray (50ml), RRP £42 and EDT Spray (90ml), RRP £54.

CLAY HOLD!

OSMO Clay Wax is a must-have product for any style-conscious male. A pliable and supple product, Clay Wax not only gives a dishevelled look with natural expression and a matt finish, but is also water-soluble. As with all OSMO styling tins, Clay Wax offers a fresh, clean fragrance and is crammed full of conditioning agents to care for the hair.

Available in a 25ml (£3.30) travel size, as well as the standard 50ml (£7.50), OSMO Clay Wax is the perfect companion for gym bags, suit pockets, hand luggage and glove compartments.

OSMO products are available from Salon Services stores nationwide. For your nearest stockist visit www.osmo.uk.com.



Before and after V-Beauty treatment for thread veins

LOCAL CLINIC HAS REMEDY FOR THREAD VEIN REMOVAL

A NORTH EAST dental and facial clinic is bringing hope to sufferers of unsightly facial thread veins and rosacea to the region.

Ewan Bramley Dental and Skin Care, based on North Shields fish quay, is the first clinic in the North East to offer V-Beauty – an industry-acclaimed, pain-free system of removing thread veins and rosacea.

With a staggering 55 per cent of the UK adult population, that's 15 million people, said to be affected by the condition, the arrival of V-Beauty is expected to be welcome news for thousands of men and women across the region.

V-Beauty uses the medically well-established, safe and reliable technique known as thermo-coagulation, which literally microwaves the individual veins, to destroy each vein selectively and safely. This technology has been widely used in recent years by medical practitioners treating problem veins, but has now been made available to qualified skincare therapists too.

Ewan Bramley, owner of the Ewan Bramley Clinic, said: "Facial thread veins can develop for a number of reasons: genetics, environmental damage and lifestyle all have a part to play. Whatever the cause, they generally have a huge impact on the self-esteem of sufferers and are known to make people look way older than their years".



SISLEY'S ANSWER TO AGEING SKIN

FIGHT BACK against wrinkles and lines with the new global anti-ageing treatment for men from Sisley. The clever people at Sisley have designed a formula that is specifically adapted to men's skin and is complete skincare that is both an aftershave and an anti-ageing product. Sisleÿum (£150 50ml) is a cocktail of natural ingredients aimed to energise, moisturise and reduce wrinkles, and instantly delivers comfort and freshness. Day after day, radiance and tone is restored and skin is visibly revitalized and rejuvenated.

Available from House of Fraser, Newcastle