



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

ITS NEVER TOO EARLY TO START GOOD SKIN HABITS. JUVENILE ATTITUDES TO SKIN & SHAVING.

Pj Zupkosky⁽¹⁾ - N Harrington⁽¹⁾ - S Mcmenemy⁽¹⁾

Procter&gamble, Gillette Male Grooming, Boston, United States⁽¹⁾

Background: Skin physiology changes with age, with younger men having different needs and challenges than older men. Specifically, younger men, typically, have lower density, finer hair and over-index in skin conditions such as acne, and as a result have different needs from shaving products.

Objective: To better understand the physiology and psychology of the juvenile shaver and assess performance of 2 razor technologies in a younger shaving population.

Materials and Methods: Online and in-person research in young men between 14-18 years old to generate data on current grooming attitudes & practices and assess two razor technologies for shave performance and, self-assessed, impact on skin condition (parental consent provided). Research used both qualitative and quantitative techniques.

Results: Creation of a profile of 2 different razor technologies paired with an understanding of self described habits, practices and skin features is resulting in a deeper understanding of the juvenile shave experience.

Conclusions: Young men face significant shaving challenges. Research described here has identified opportunities to develop both novel technical solutions and education/communication approaches to help him adopt those behaviors that result in a great shave result.

