



PSYCHODERMATOLOGY

SHAVING FOR THE MALE ADOLESCENT: NEW PHYSIOLOGICAL INSIGHTS

L Knight⁽¹⁾ - K Cowley⁽¹⁾

Procter&gamble, Gillette Male Grooming, Reading, United Kingdom⁽¹⁾

Background: When young men begin to shave, they are faced with a number of challenges, particularly around adopting a new habit of shaving facial skin that changes rapidly throughout the process of puberty. This poster presents novel research that was undertaken to understand how the facial skin and hair of the juvenile male wet shaving consumer differs compared to older men and the challenges he is likely to face when shaving.

Objective: To observe and measure the physiology of the juvenile male wet shaving consumer.

Materials and Methods: 15-19 year old male wet shaving consumers were recruited. For those under the age of 18, parental consent for participation in the study was obtained. A range of measurements and images were made of the skin and hair physiology, before and after shaving, in a single visit.

Results: A number of significant differences between the physiology of young men aged between 15-19 years old with consumers from older age groups (20-29 years, 60-65 years) were observed.

Conclusions: Many factors of skin and hair physiology are in flux over the phase of adolescence; particularly in terms of hair density and thickness, as well as the condition of the skin itself. These insights can be used to inform product choices and drive new razor developments.

