

THE
Cosmo
face-off

Moisturiser,
man tans,
pejazzles...
Has male
grooming
gone too far?

A man with a beauty routine is a big turn-off. Discuss



"You're using organic shampoo instead of soap, right?"



NO

SAYS MICHAEL HOGAN:

"When I was growing up, men smelt. Their musky scent was a blend of sweat, Y-fronts, engine oil, cigarettes and fried eggs, unsuccessfully masked with talc and eye-stinging Old Spice. Throw in a monobrow, a greyish skin pallor perfected down the pub and hair sprouting from unsightly places... Yep, the previous generation was a right minger.

"Fast-forward a couple of decades. We're the men now and, luckily, we look and whiff a whole lot sexier. Thanks to cultural phenomena such as the fitness boom, the rise of the metrosexual and the mere existence of David Beckham, we take pride in our appearance. In fact, men now spend 83 minutes getting ready compared to 79 minutes for women. And

why shouldn't we? Most of us aren't male models, so we're merely making the best of what we've got. If grooming helps land a girl like you, it's got to be worthwhile.

"Sure, women still like men to be men. And yes, some orange-tanned moob-job merchants go too far. It's wrong when the male half of a couple spends too long in the bathroom. Our role is to wait, tutting and jangling car keys, while you make yourself beautiful enough to stun us into forgiving you. Yet we can be masculine without looking like Jeremy Clarkson.

"And which is better: BO or fresh skin? Shaving cuts covered in scraps of loo roll or a moisturised neck? Dandruffy dad hair or artful styling? A mouthful of pubes or some subtle manscaping? If you preferred the second choice to most of those, grooming's a good thing. I just hope I haven't made many spelling mistakes writing this. It's tricky to type with two slices of cucumber over my eyes."



YES

SAYS SALI HUGHES:

"Twelve years ago I launched

a male-grooming section in a men's magazine. 'Men should know they need moisturiser,' I pleaded with my reluctant editor, a chubby lad who looked as though he washed his unruly barnet in Fairy Liquid and restricted his Mach 3 use to weddings and funerals only. More than a decade later, I read new reports of record numbers of self-tan purchases by men, and the very real possibility that moob jobs will soon equal boob jobs, and I think I should've been careful what I'd wished for.

"Waxing kits, teeth whitening, concealer, sunbeds, extreme weight loss - who are men doing it all for? Because one evening on the rosé with my girlfriends revealed that it definitely isn't for us

women. Not a single one of us wanted a man with an abdomen you could bounce a 50p off. In fact, all of us actively liked a little cushion for the pushin'. Nor did we want his thieving paws in our Crème de la Mer, thanks very much. Vanity's not sexy, and besides - let's be honest here - no girl wants to be the one with the dodgy skin and the wobbly bits. Call me vain but I want to be the one with the better body, full custody of the GHDs and 24-hour priority bathroom access.

"There's no denying that a pair of nice arms spritzed with Tom Ford's Grey Vetiver can do strange things to me, but where does it end? Just as men complain that women strive to be thinner and more groomed than they find sexy, they're apparently finding themselves caught in the same trap. So, repeat after me: shower, shave, spray, moisturise. Now, be good boys and leave the rest to us." ♦

Do you think grooming makes men sexier? Tell us at cosmo.mail@hearst.co.uk