



marine biology

TEXT SALI HUGHES MAIN IMAGE MARINO PARISOTTO STILL-LIFE IMAGES MATTHEW SHAVE

Thanks to its fantastic therapeutic properties, the sea has become the male grooming market's latest wet dream

Shopping for grooming products in the 21st century requires a degree in chemical engineering. Shaving foams, shampoos and moisturisers containing acids, chemicals and waxes fill our bathroom cabinets, and hi-tech, flavour-of-the-month ingredients promise miraculous solutions with varying degrees of reliability. Yet there is one entirely natural source that has been proven to deliver the goods for the past 4,000 years, and making up two-thirds of the planet, it is in inexhaustible supply. It is the sea.

At 1,302ft below sea level, the Dead Sea is the world's lowest point. Although it is actually a massive lake, its water holds the highest mineral content of anywhere on earth. This has made it an essential holiday destination for millions of people seeking its varied benefits. Boasting concentrated levels of calcium, sodium, zinc, potassium and magnesium (to name a few), the minerals in the Dead Sea have been alleviating everything from dry skin to muscle tension for years, yet only recently are we seeing so many marine-based potions on the shelves. Seaweed extracts (or 'algae') are the new big thing in grooming. Research chemist and Molton Brown's creative and technical director Dale Daxon Bowers was one of the first to recognise marine minerals and deep-sea extracts as a mainstream, mass-market, beauty-and-grooming trend. She is such a believer in their seemingly infinite properties that she has developed a new marine-based product range.

"The sea is home to so many life forms and, as a result, is packed with tons of therapeutic minerals. These are concentrated sources of important elements needed by the body," she enthuses. However, Dale warns consumers to be discerning when choosing so-called 'marine' grooming products. She advises, "Always check the label to see if something really does contain seaweed and other sea extracts. Often it won't – it will just come in a green bottle and have the right name." She says that the ultimate proof is in a marine product's aroma. "Unscrew the cap and breathe in. You should actually be able to smell the sea. You can't fake the real thing." And that's a proven fact.

SEAMOSS ENERGISING SHOWER THERAPY (300ml) £10 BY MOLTON BROWN. TEL (020) 7625 6550.

THIS SHOWER GEL AND BATH SOAK IS DEFINITELY A FIRM FAVOURITE WITH SPORTSMEN, WHO APPRECIATE ITS SOOTHING RELIEF OF MUSCLE TENSION. WITH A NEUTRAL pH, CONCENTRATED NOURISHING SEA MINERALS AND RICH FOAM, IT'S ALSO A GREAT CONDITIONER FOR LACKLUSTRE SKIN. A STRONG SEA SMELL LEAVES YOU IN NO DOUBT AS TO WHAT GIVES THIS GEL ITS PICK-ME-UP QUALITY.

MOISTURE-QUENCHING HYDRA-BALANCE LOTION SPF15 (50ml) £26 BY CLARINS. TEL (020) 7307 6964.

A TRULY BRILLIANT SOLUTION FOR MEN WHO WANT MOISTURE, NOT GREASE. THIS LIGHT, PUMP-DISPENSED LOTION DELIVERS MOISTURE DEEP INTO THIRSTY SKIN THANKS TO WATER-RETAINING MARINE ALGAE. ITS NON-OILY CONSISTENCY BANISHES SPOT-CAUSING CLOGGED PORES AFTER SHAVING, AND A HIGH SUN-PROTECTION FACTOR MAKES IT AN IDEAL HOLIDAY COMPANION.

MINERAL SEA SALTS £16 BY E'SPA. TEL (01252) 741600. (PICTURED TOP RIGHT)

IF THE AVERAGE WEEKEND LEAVES YOUR BODY WORN OUT AND OVERPOLLUTED, THEN TREAT YOURSELF TO THIS E'SPA DETOX TREATMENT. NORTH BRITANNY MINERAL SALTS COMBINE WITH IODINE-RICH ALGAE EXTRACTS TO GIVE THESE CRYSTALS HEAVYWEIGHT MARINE BENEFITS. SOAK FOR AT LEAST 20 MINUTES FOR MAXIMUM SOFTENING, TONING AND DETOXIFYING RESULTS.

SPA EDITION BODY BAR (6.2oz) £14 BY ZIRH. TEL (020) 7730 1234 ext 4385. (PICTURED BELOW LEFT)

A FAVOURITE OF TOM CRUISE AND FRIENDS STAR DAVID SCHWIMMER, THIS RANGE COMBINES ADVANCED CHEMISTRY WITH NATURAL EXTRACTS, AND MAKES MAXIMUM USE OF THE SEA'S HEALING QUALITIES. SPA EDITION BODY BAR IS A CHUNKY, SOLID CLEANSER WITH ALPHA-HYDROXY ACIDS THAT ZAP DEAD SKIN CELLS AND REMOVE DIRT AND GRIME, DELIVERING SEAWEED EXTRACTS, KELP AND SALTS TO NOURISH AND REPAIR THE SKIN AFTERWARDS.

KEY GROOMING MINERALS FOUND IN SEAWEED

POTASSIUM A KNOWN ANTIOXIDANT, THIS IS A KEY MINERAL IN DETOXIFYING PRODUCTS. **CALCIUM** OFTEN USED IN BATH MILKS, THIS SOOTHES AND SOFTENS DRY, IRRITATED SKIN.

ZINC ITS ANTISEPTIC QUALITIES MAKE IT PERFECT FOR FACE WASHES AND SPOT TREATMENTS. **MAGNESIUM** OFTEN USED IN RICH, SOOTHING MOISTURISERS, THIS IS IDEAL FOR POST-SHAVE HEALING OF NICKS AND SORE SKIN.



HIM BLACK SHIRT £191 BY VERSACE. **HER** HIGH-NECK SLEEVELESS TOP £279 BY DOLCE & GABBANA. fashion by TASSOS SOFRONIOU

