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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Freelance Writer

By Dana Lawrence

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How Much Are Men Spending on Grooming Products? More Than You Think

More men are frequenting spas, undergoing cosmetic surgery and buying new lines of grooming products in drugstores. The three-day beard look is definitely out, as is drawing the line at a neat hairstyle and some aftershave. While that approach is both simple and inexpensive, the escalating importance of appearance in the current social and business climate has created the new "metrosexual" man.

As currently defined, "metrosexual" is not one, but a range of attitudes about male appearance, and looking sharp and clean-cut is the goal. Though some veer left, others right – when it comes to right down to it, everyone is on the same page. Good-looking skin, hair and nails are essential, both in business and in attracting the opposite sex.

Investing in the Bottom Line

Recognition is growing that paying attention to grooming products may simply be a wise investment, and that it's not easy to keep up with women who utilize every method under the sun to stay looking young and attractive as long as possible.

According to Drug Store News, "men have become more aware," and they're spending more than \$1 billion annually on their appearance. Manufacturers of personal care products have also become more aware, offering Nivea for Men, Gillette Complete Skincare, and a new Clearasil line extension just for young men.

Eye Cream for Men? Unthinkable No Longer

The "average Joe" is even dabbling in tinted moisturizers, eye creams and hair treatments, such as XCD's Improver Tinted Moisturizer and Reviver Eye Cream, and Vogue International's Ego Trip and Not For Girls haircare. Accordingly, chains such as CVS and Rite Aid are making room to expand space devoted exclusively to men.

Even Toenails Get Scrutiny

An article in the August 13, 2004, Wall Street Journal quoted one male professional as saying "I prefer open-toe, but I would probably wear socks with them in public. Otherwise, you have to prepare your toes." This puts a whole new spin on the saying, "Be prepared"! The widespread popularity of sandals has also created a greater demand for pedicures and foot grooming products. Just as men notice women's feet, women are giving men a head-to-toe scrutiny, and "flip-flops" or Birkenstocks won't hide any toenail or dry, cracked heel problems.

Carol Buck, CEO of Xenna Corporation says young and middle-aged men are very becoming very self-conscious about discolored toenails - women can polish them, but men have no way to hide the problem. "Some men are so embarrassed they not only won't wear sandals, but stay away from the

beach or pool scene," she says. Xenna's addresses the problem of embarrassing nails and feet with its NonyX Nail Gel, an exfoliant of nail-yellowing keratin debris, and Callex Callus Ointment for flaking or cracked heels and foot calluses.

Metallica Metaphorphosis

While a few of the Hollywood types may still aim for a Marlboro Man image, it appears that "metrosexual" products are here to stay. After viewing himself in the documentary "Metallica: Some Kind of Monster," guitarist Kirk Hammett was quoted by Time Magazine as saying he wished he had "spent a little more time in the grooming department." With drugstores now full of male-oriented products, he's not alone, and solutions are right down the street.

Freelance writer specializing in content related to health, beauty and fitness. Former writer and editor for TV Guide Networks.

Thoughts On A Challenging Custom Car Audio Job

By Sebastian Schneider

Could a car owner have custom car audio added to a vehicle with "lambo doors"? That question has popped into the head of a freelance writer in California. The writer has previously witnessed all of the operations involved in the process of adding custom car audio to a Jeep Cherokee. Now she has learned that car owners are being encouraged to get Lamborghini-like doors.

That freelance writer hesitates to imagine what she may next find in her driveway. In November of 2005 the writer found two young adult males using her driveway as the site for the addition of custom car audio. One of those two lads had taken a course on auto mechanics with the former instructor at Culver City High School, a school close to Sony studios. He had agreed to share his knowledge with the writer's son. Hence, the two of them had commenced the long process required to complete a custom car audio job.

At one point the writer's son called to his mother and invited her to come outside and to see for herself what her son and his friend were doing. What that writer saw was two car doors with the "stuffing" pulled out of them. The quest for a custom car audio system had led those two young men to place speakers in the doors of the Jeep Cherokee.

The two "stereo specialists" did not show the writer how they had wired the speakers to the power source and to the amplifier. Their failure to grant the writer a look at their wiring operations has caused that writer to now ponder on a particular question: Could a vehicle with car speakers in the doors also have "lambo doors"? In other words, could a car owner who enjoyed the sound delivered by custom car audio logically expect to add "lambo doors" to that same car?

The writer has seen pictures that show how the "lambo doors" swing upward, instead of swinging out. Wiring speakers into such doors would seem to present a real challenge. Could one have custom car audio in a car with such doors? One writer in California wants to know.

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