

DETAILS

Men Are Starting to Wear Makeup, but That Doesn't Mean You Should

How to look good without pulling out a mascara wand.

BY [KATIE CHANG](#)



K-pop stars G-Dragon and Tae Yang

You know the look. Come-hither eyes graced with a flicker of mascara and smoky liner. Baby-faced skin with nary a spot or pimple in sight. A faintly pink pout. But here's the kicker: You're looking at a dude, and that dude looks like a lady. And make no mistake, this dude isn't a one-off.

In fact, he's one of thousands of men in South Korea who rely on makeup to advance their careers, make more money, and even score with the ladies. According to [Amore Pacific](#), South Korea's largest cosmetics company, 20 percent of Korean men are wearing foundation. Not tinted moisturizer. Foundation.

As with most trends, men prettifying themselves happened gradually, but many credit the sudden popularity of the South Korean television comedy *Boys Over Flowers*—in which a plucky schoolgirl at an exclusive academy gets caught between the school's four prettiest boys, hence the term "flower men"—with pushing the overly preened appearance of actors and fellow K-pop musicians—like G-Dragon, the virtual poster child of the movement—onto everyday dudes. As the celebs captured the attention of Korean women, endorsement deals rolled in, attaching the sweet-faced heartthrobs to clothing and obviously, skin care and cosmetics.

Here, Dr. Paul Jarrod Frank, a cosmetic dermatologist and founder of [5th Avenue Dermatology Surgery and Laser Center](#), breaks down exactly what you need to do and when to keep your skin in tip-top shape. No concealer necessary.

Wear SPF Every Morning

"A lot of long-term complaints men have are time-related," Frank says. "We can't control our genes, but we can control how the sun ages our skin." That's why daily sunscreen (even in the winter) is a must. Frank recommends a product that moisturizes and has sunscreen, like Lab Series' [Daily Moisture Defense Lotion Broad Spectrum SPF 15](#). "This is a good two-in-one and perfect for daily wear, as you're not outdoors too long."

Wash and Moisturize Every Morning and Night

Did you know there's more to washing your face than taking off the daily dirt and grime? This writer didn't. "Cleansing is not just about cleanliness," Frank says. "It's really about cell turnover. We get a new layer of skin about every 30 days, and washing helps get rid of old cells." Ursa Major's [Fantastic Face Wash](#) is botanically based, gently foams, leaves skin clean and comfortable, and truly smells (as the name implies) fantastic.

Hydrating morning and night is crucial because "our skin only functions as it should only under optimal hydration conditions." Lab Series' [Age Rescue+ Water-Charged Gel Cream](#) is a favorite of Frank's: "A lot of guys deal with irritation from sun damage or shaving. I use this antioxidant moisturizer after shaving. It calms down the skin and hydrates at the same time."

Once you've got this routine down pat, consider introducing treatments for your eyes and lips, where skin is especially thin and delicate. V76 by Vaughn's [Lip Balm](#) soothes on contact, with a matte finish, while Brickell's [Restoring Eye Cream](#) absorbs quickly and is packed with skin-brightening agents like vitamin C and glycolic acid.

Exfoliate a Couple Times a Week

According to Frank, "there are several ways to exfoliate, but there's no one best way. Whether you choose chemical or physical exfoliation, experiment a little bit to see what works best for you." Whether you choose to scrub or use a mask or a [Clarisonic Brush](#), exfoliate twice a week. No more, no less.