

The August Issue

Esquire

A GUIDE TO THE REST OF YOUR SUMMER:

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AND LOTS TO READ

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No Sweat

A FULL-BODY GUIDE TO LOOKING COOL IN THE HEAT

BY RODNEY CUTLER

For most of us—runners, roofers, pool-side loungers—sweating is great. It cools us. It makes our skin appear healthier. It is an *accomplishment*—except, well, when it isn't. Like when you're 15 minutes into a date or a presentation and your shirt is already soaked or your brow glazed. In those cases, sweat makes you look not so much like a man who's arrived as a man who's just been running from a large animal.

Fortunately, you can take control of when you perspire—no matter where it happens. Here's how.

Back sweat

Anyone who's peeled his back off a leather driver's seat and then speed-walked to his desk chair before any-

one sees the Rorschach test on his shirt knows this: It's time you treat your back like your armpits. Sweat glands work the same no matter where they are on your body, so you can use the same antiperspirant for your back as you use for your underarms. Unless you're some kind of yogi who can rub a stick on your spine, you'll want to try a spray, like **[1] Axe's new Dry Spray antiperspirant** (\$5; axewhitelabel.com).

Pit sweat

If you're already spraying your back, you might as well spray your armpits, too. Do this routine at night, when you sweat less and your glands are more easily suppressed. Also, on warm days, avoid cologne—sweat strengthens its scent to

a nauseating degree. Instead, try a high-end scented deodorant, like **[2] Viktor & Rolf's Spicebomb** (\$29; shop.nordstrom.com), which will make you smell a little like a grapefruit wrapped in leather and fresh tobacco.

Foot sweat

Runners like myself know foot stench is a menace that can threaten a man's relationship with his loved one. They should use the odor-taming **[3] Lavilin foot deodorant cream** (\$19; lavilin.com). Apply it only once a week to help preserve your sneakers (and your relationship).

Face sweat

In the summer, switch to a light facial moisturizer, like **[4] Kiehl's Men's Oil Eliminator 24-Hour**

Anti-Shine moisturizer (\$27; kiehls.com). It won't clog your pores—instead, it'll use glycerin to pull good moisture into the skin and silica to wick away sweat and oil.

Crotch sweat

Finally, pat some **[5] Jack Black Dry Down Friction-Free powder** (\$20; getjackblack.com) between your legs. Like other body powders, it has cornstarch, which absorbs sweat and other kinds of moisture down there before it starts to smell or, God forbid, chafe. It also has green tea, cucumber, lavender, and chamomile, all of which soothe the skin, making it quite refreshing.

With thanks to dermatologists **Paul Jarrod Frank** and Whitney Bowe.

Rodney Cutler is an Ironman triathlete and the owner of Cutler salons in New York City.

STILL LOOK LIKE YOU JUST RAN FROM A BEAR?

If pharmacy antiperspirants don't work, consider visiting a dermatologist. They might recommend clinical-strength antiperspirant or pills. You can also get Botox injections in your pits or palms, which will keep you from sweating for three months, or you can try MiraDry, an in-office treatment that permanently kills sweat glands by microwaving them to death.