



Professional Male Makeup: Skin Correction and Image Enhancement

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Abstract

The increasing demand for professional cosmetic services for men has expanded the role of makeup beyond aesthetic enhancement toward comprehensive facial appearance management in business, editorial, media, sports, and everyday professional environments. Contemporary professional male makeup is intended to preserve natural masculine facial characteristics while correcting visible skin imperfections, minimizing signs of fatigue, reducing post-shaving irritation, and improving overall facial appearance through individualized cosmetic planning. Despite the growing popularity of men's cosmetic care, scientific evidence describing standardized professional approaches to male makeup remains limited.

The aim of this study was to evaluate the effectiveness of a structured professional male makeup protocol based on comprehensive facial assessment, skin characteristics, beard status, and occupational requirements. A retrospective observational study included 89 male clients who received professional makeup services between 2025 and 2026. The study population comprised business professionals, editorial models, athletes, and clients seeking cosmetic enhancement for photography, professional meetings, public appearances, and everyday activities. Among the participants, 10 clients had African skin phototypes, while 25 were actively involved in combat sports, requiring cosmetic correction of bruising and post-traumatic skin discoloration. Professional cosmetic assessment and treatment planning were performed according to the Adaptive Face Assessment Method developed by Alina Klymko, providing a systematic framework for facial evaluation and individualized cosmetic decision-making.

Comprehensive assessment included evaluation of dry, combination, and oily skin types, facial hair characteristics, skin hydration, texture, visible fatigue, post-shaving irritation, discoloration, beard shadow, facial asymmetry, and occupational image requirements. Cosmetic products were individually selected according to skin condition using professional non-comedogenic formulations designed to maintain physiological skin comfort while providing natural optical correction.

Professional observations demonstrated that individualized cosmetic planning improved visual skin uniformity, reduced the appearance of fatigue, bruising, beard shadow, and minor skin imperfections while preserving a natural masculine appearance across different skin types. Follow-up observations further indicated high client satisfaction, increased confidence during professional and social interactions, and greater adherence to appropriate daily skincare routines among returning clients.

The findings demonstrate that structured facial assessment combined with individualized cosmetic planning represents an effective evidence-informed approach for professional male makeup and supports the integration of standardized facial evaluation methods into contemporary cosmetic practice.

Keywords: Professional Male Makeup; Men's Cosmetic Care; Facial Assessment; Skin Types; Cosmetic Correction; Professional Appearance; Beard Camouflage; Non-Comedogenic Cosmetics; Cosmetic Science; Facial Image Enhancement.

INTRODUCTION

Professional male makeup has evolved into a distinct area of contemporary cosmetic practice, extending beyond the fashion and entertainment industries to include business professionals, public speakers, athletes, entrepreneurs, and individuals seeking improvement of their professional appearance. Unlike conventional decorative makeup,

professional male makeup focuses on preserving natural masculine facial characteristics while reducing the visual impact of fatigue, uneven skin tone, post-shaving irritation, beard shadow, bruising, and other minor facial imperfections. The objective is not to alter facial identity but to optimize facial appearance through individualized cosmetic correction while maintaining a natural aesthetic.

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The global expansion of men's cosmetic care reflects substantial changes in consumer behavior, professional image standards, and social acceptance of cosmetic procedures among male populations. Increasing participation of men in corporate environments, digital media, advertising, fashion, and public communication has contributed to growing demand for cosmetic techniques capable of improving facial appearance without producing visible signs of cosmetic application. Contemporary male clients increasingly seek professional cosmetic services that enhance skin quality, create a healthy appearance, and improve confidence during occupational and social interactions.

Male facial skin demonstrates anatomical and physiological characteristics that differ considerably from female skin and therefore requires specialized cosmetic assessment before product selection and application. Greater sebaceous gland activity, increased skin thickness, enlarged pores, terminal facial hair, repeated mechanical shaving, and variable hydration levels significantly influence cosmetic performance, product compatibility, and long-term wear characteristics. Consequently, standardized cosmetic techniques cannot provide consistent outcomes across different male clients because cosmetic effectiveness is directly influenced by individual skin physiology and facial morphology.

Professional cosmetic planning should therefore begin with comprehensive facial assessment rather than immediate product application. Systematic evaluation of skin type, hydration status, beard characteristics, facial proportions, tissue balance, color harmony, occupational requirements, lighting conditions, and expected visual outcome provides the foundation for evidence-informed cosmetic decision-making. Such an individualized approach allows the practitioner to determine appropriate correction strategies while minimizing unnecessary cosmetic load and preserving the natural appearance of male facial features (Figure 1).

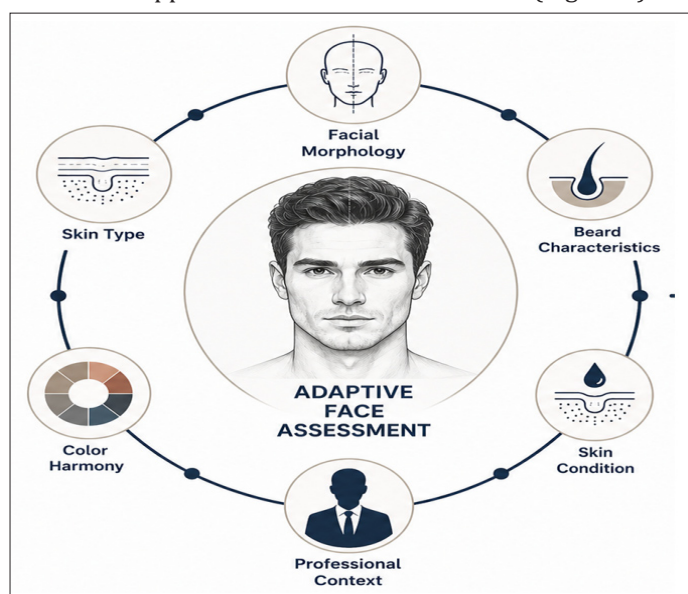


Figure 1. Conceptual framework of individualized professional male makeup planning based on the Adaptive Face Assessment Method

Within this context, the present study applies the Adaptive Face Assessment Method developed by Alina Klymko as a structured diagnostic framework preceding cosmetic intervention. The methodology provides standardized evaluation of facial morphology, skin characteristics, proportional relationships, chromatic balance, facial asymmetry, and individualized aesthetic objectives before cosmetic planning. Rather than selecting products according to generalized cosmetic recommendations, the method supports objective clinical-style assessment that guides professional decision-making according to the unique anatomical and physiological characteristics of each client.

Although numerous publications describe cosmetic formulations, dermatological skin care, and consumer preferences in the men's cosmetics market, comparatively little scientific attention has been directed toward standardized professional makeup protocols specifically designed for male clients with different skin types, facial hair characteristics, occupational demands, and lifestyle-related cosmetic needs. Evidence regarding structured cosmetic assessment and individualized male makeup planning remains limited despite increasing practical demand within contemporary cosmetic practice.

Therefore, the objective of the present study was to evaluate the application of a structured professional male makeup protocol based on the Adaptive Face Assessment Method in a retrospective observational cohort of 89 male clients treated between 2025 and 2026. Particular attention was given to cosmetic planning for dry, combination, and oily skin types, facial hair characteristics, correction of visible fatigue, bruising, beard shadow, and minor skin imperfections, as well as optimization of professional appearance across business, editorial, sports, and everyday cosmetic applications.

EVOLUTION OF PROFESSIONAL MALE MAKEUP IN CONTEMPORARY COSMETIC PRACTICE

The perception of male makeup has undergone substantial transformation during the past two decades. Traditionally associated with theatrical performance, television broadcasting, and fashion productions, professional makeup for men has progressively become an accepted component of cosmetic practice across diverse professional environments. Contemporary male clients increasingly seek cosmetic procedures not for decorative purposes but for correction of visible skin imperfections, enhancement of facial appearance, and optimization of professional image.

Recent developments in men's cosmetic care have been influenced by several interrelated factors, including increased public exposure through digital communication platforms, high-definition photography and videography, corporate image standards, and broader social acceptance of cosmetic procedures among men. As a result, professional appearance has become an important component of occupational communication, particularly within business,

media, fashion, education, healthcare, public speaking, and customer-oriented professions.

Unlike conventional female makeup, professional male makeup follows different aesthetic principles. Cosmetic intervention is intended to remain visually imperceptible while improving overall facial presentation. Successful application requires preservation of natural skin texture, maintenance of masculine facial contours, and avoidance of excessive cosmetic coverage. Consequently, product selection, formulation characteristics, application techniques, and finishing methods must be adapted to the physiological properties of male skin rather than transferred directly from conventional beauty makeup protocols.

Professional male makeup also addresses functional cosmetic indications that extend beyond aesthetic enhancement. Individuals frequently seek cosmetic correction following insufficient sleep, occupational stress, prolonged travel, intensive physical activity, or sports-related injuries. Visible bruising, post-inflammatory erythema, beard shadow, post-shaving irritation, uneven pigmentation, vascular redness, and localized discoloration represent common cosmetic concerns that require individualized correction strategies. Appropriate cosmetic planning enables reduction of these visual imperfections while maintaining a natural appearance suitable for professional and social interaction.

The increasing diversity of male cosmetic clients has further expanded the scope of professional makeup practice. Business professionals commonly require subtle correction that reduces visible signs of fatigue before meetings, conferences, presentations, and media appearances. Editorial and commercial photography demand consistent skin appearance under controlled studio lighting and high-resolution imaging systems. Athletes, particularly participants in combat sports, frequently require temporary cosmetic camouflage of bruising, abrasions, or post-traumatic discoloration before interviews, promotional photography, or public events. Similarly, clients with facial hair require specialized cosmetic techniques that preserve beard texture while minimizing visible beard shadow and optimizing skin uniformity around the perioral region.

These practical challenges demonstrate that effective professional male makeup cannot rely solely on cosmetic products or application techniques. Instead, successful outcomes depend upon systematic facial assessment, accurate identification of individual skin characteristics, and evidence-informed cosmetic planning. Comprehensive evaluation of facial morphology, skin physiology, beard characteristics, occupational requirements, and expected visual outcomes allows cosmetic intervention to be tailored according to the specific needs of each client.

Within the present investigation, professional cosmetic planning was performed using the Adaptive Face Assessment Method developed by Alina Klymko. The methodology provides a standardized framework for evaluation of facial

morphology, skin condition, facial proportions, chromatic characteristics, and individualized cosmetic objectives before product selection and application. By integrating structured facial assessment into routine cosmetic practice, the methodology supports reproducible clinical-style decision-making while preserving the natural appearance that characterizes contemporary professional male makeup.

MATERIALS AND METHODS

Study Design

This retrospective observational study evaluated the practical application of a structured professional male makeup protocol in routine cosmetic practice. The investigation analyzed professional cosmetic procedures performed between January 2025 and June 2026 using a standardized facial assessment protocol before cosmetic intervention. The study was designed to investigate the relationship between facial characteristics, skin physiology, occupational requirements, and individualized cosmetic planning in male clients.

Professional cosmetic assessment and makeup application were performed by Alina Klymko, professional makeup artist and developer of the Adaptive Face Assessment Method, which served as the standardized assessment framework throughout the study.

The study included 89 male clients who voluntarily received professional cosmetic services during the observation period.

Participants represented diverse occupational backgrounds requiring professional facial appearance enhancement, including business professionals, editorial and commercial photography clients, athletes, entrepreneurs, public speakers, and individuals seeking cosmetic correction for everyday professional activities.

Among the study population, 10 participants presented with darker skin phototypes, requiring cosmetic planning adapted to increased melanin concentration and specific undertone characteristics. Additionally, 25 participants were actively engaged in combat sports, where cosmetic intervention primarily addressed bruising, post-traumatic discoloration, localized erythema, and minor facial injuries before public appearances, photography sessions, or professional events.

The remaining participants requested professional makeup for business meetings, corporate photography, editorial projects, social events, and correction of visible fatigue associated with occupational stress, insufficient sleep, or prolonged work schedules.

Inclusion and Exclusion Criteria

Clients were included in the study when they met the following criteria:

- male gender;
- age of 18 years or older;

- professional makeup performed according to the Adaptive Face Assessment Method;
- complete professional consultation before cosmetic application;
- photographic documentation before and after cosmetic correction;
- availability for immediate post-procedure evaluation.

Clients presenting with active infectious skin diseases, extensive open wounds, severe allergic reactions to cosmetic ingredients, or incomplete assessment records were excluded from observational analysis.

Adaptive Face Assessment Protocol

Before cosmetic application, each participant underwent comprehensive facial evaluation according to the Adaptive Face Assessment Method developed by Alina Klymko. Rather than initiating cosmetic correction immediately, the methodology requires systematic analysis of anatomical, physiological, and visual characteristics that may influence cosmetic planning and product performance.

The assessment protocol included evaluation of:

- facial proportions and overall facial balance;
- skin type and physiological condition;

- hydration status;
- sebum production;
- pore visibility;
- skin texture;
- post-shaving irritation;
- beard density and beard shadow;
- facial asymmetry;
- color characteristics and skin undertone;
- visible fatigue;
- localized erythema;
- bruising or post-traumatic discoloration;
- occupational objectives and expected visual outcome.

The collected assessment data formed the basis for individualized cosmetic planning, product selection, correction strategy, and application technique for each participant.

Cosmetic Planning

Professional makeup strategies were individually developed according to assessment findings rather than standardized cosmetic routines, following a structured application sequence (Figure 2).

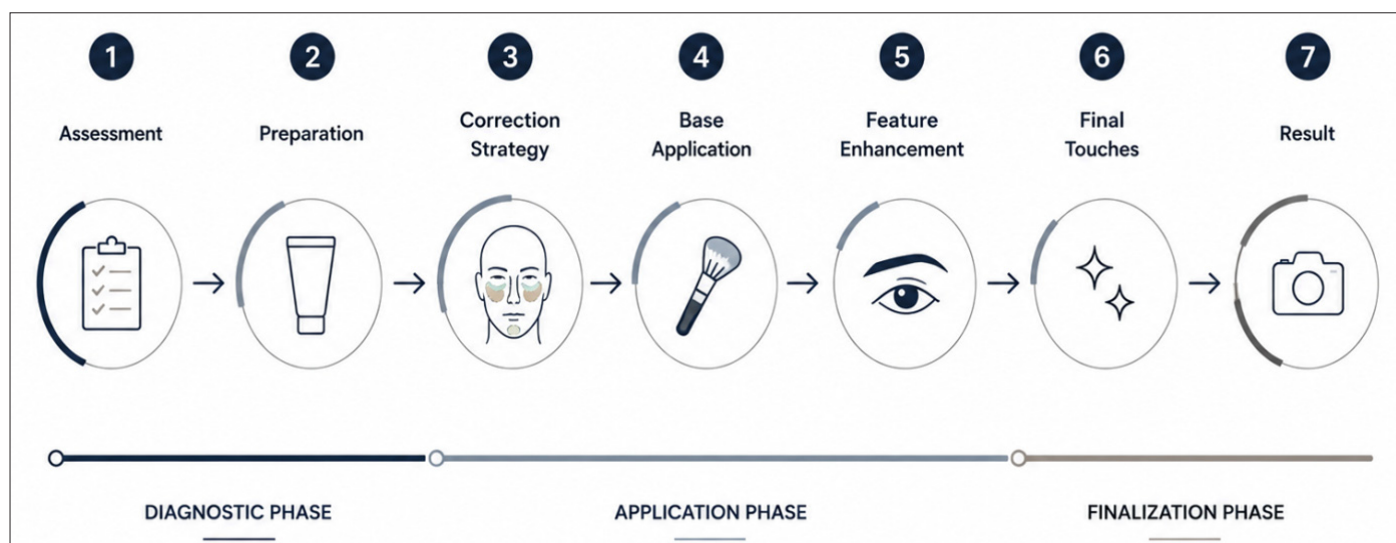


Figure 2. Standardized workflow of professional male makeup application based on the Adaptive Face Assessment Method

Particular attention was given to three principal skin categories:

- dry skin;
- combination skin;
- oily skin.

Each category required modification of cosmetic preparation, product formulation, layering sequence, powder application, and finishing techniques to achieve natural appearance while maintaining optimal cosmetic stability throughout professional activities.

Additional modifications were introduced according to facial hair characteristics, skin sensitivity following shaving, occupational environment, expected duration of makeup wear, lighting conditions, and photographic requirements.

Only professional non-comedogenic cosmetic formulations suitable for prolonged facial wear were utilized during cosmetic procedures.

Outcome Assessment

Professional cosmetic outcomes were evaluated immediately following makeup application through standardized visual assessment and comparative photographic documentation.

Primary observational outcomes included:

- improvement of overall skin uniformity;
- reduction of visible fatigue;
- camouflage of beard shadow;
- correction of bruising and localized discoloration;
- reduction of post-shaving erythema;
- improvement of facial color harmony;
- natural appearance without visible cosmetic accumulation;
- maintenance of masculine facial characteristics.

Follow-up consultations with returning clients additionally documented overall satisfaction with cosmetic results, continued use of professional cosmetic recommendations, and adherence to individualized skincare routines.

RESULTS

Characteristics of the Study Population

A total of 89 male clients underwent professional makeup application during the study period between January 2025 and June 2026. All cosmetic procedures were completed according to the Adaptive Face Assessment Method following comprehensive facial evaluation before cosmetic intervention.

The age of participants ranged from 21 to 58 years, representing individuals from diverse professional and social backgrounds. The study population included business professionals, corporate executives, entrepreneurs, editorial and commercial photography clients, athletes, and men seeking cosmetic improvement for professional or everyday appearance.

Among the participants, 25 clients (28.1%) were actively involved in combat sports and most frequently required cosmetic camouflage of bruising, localized erythema, and post-traumatic discoloration before interviews, promotional photography, or public appearances. Ten participants (11.2%) presented with darker skin phototypes requiring individualized product selection based on undertone characteristics and increased melanin content.

The remaining participants primarily requested professional makeup to reduce visible signs of fatigue, improve skin appearance before business meetings, professional photography, public presentations, and formal social events.

Distribution According to Skin Type

Comprehensive facial assessment demonstrated considerable variation in skin physiology among participants, confirming the necessity for individualized cosmetic planning.

Combination skin represented the most frequently observed skin type, followed by oily skin and dry skin. Each category required modification of cosmetic preparation, formulation

selection, application sequence, and finishing techniques to maintain physiological compatibility while achieving natural cosmetic correction.

Clients presenting with dry skin most commonly demonstrated decreased hydration, increased surface roughness, and greater visibility of fine dehydration lines. Cosmetic planning emphasized restoration of skin hydration, improvement of light reflection, and preservation of natural skin luminosity without excessive product accumulation.

Participants with oily skin demonstrated increased sebum production, enlarged pores, and reduced cosmetic stability during prolonged wear. Cosmetic correction therefore prioritized sebum control, matte finish, and maintenance of uniform skin texture throughout the anticipated duration of cosmetic use.

Combination skin required simultaneous management of multiple facial regions exhibiting different physiological characteristics. Product selection and application techniques were therefore modified according to regional skin behavior rather than uniform treatment of the entire face.

Professional Cosmetic Indications

Visible fatigue represented the most common indication for professional male makeup within the observed population.

Frequently documented cosmetic concerns included:

- uneven skin tone;
- periorbital darkness;
- post-shaving erythema;
- beard shadow;
- localized discoloration;
- sports-related bruising;
- minor acne marks;
- facial redness;
- reduced skin radiance associated with occupational stress and insufficient sleep.

Business professionals predominantly requested subtle cosmetic correction designed to create a healthy, well-rested appearance without visible evidence of cosmetic application. Editorial clients required optimized skin performance under studio lighting and high-resolution photography, whereas athletes most frequently required localized correction of bruising while maintaining natural facial texture.

Observed Cosmetic Outcomes

Application of individualized cosmetic planning following standardized facial assessment resulted in consistently natural cosmetic outcomes across different skin types and professional indications. Representative examples are presented in Figure 3A.

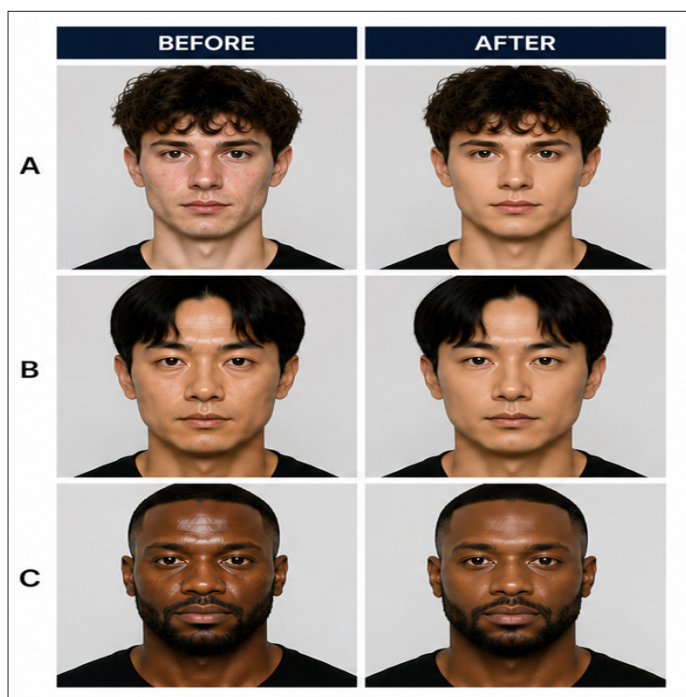


Figure 3A. Representative examples of individualized professional male makeup outcomes in young, East Asian, and darker skin phototype clients

Professional observations demonstrated improved visual skin uniformity, reduction of localized discoloration, effective camouflage of beard shadow, decreased visibility of post-shaving irritation, and restoration of balanced facial color without compromising masculine facial characteristics. Additional representative examples are presented in Figure 3B.



Figure 3B. Representative examples of individualized professional male makeup outcomes in bearded and mature clients

Selection of professional non-comedogenic cosmetic formulations according to individual skin physiology contributed to stable cosmetic performance while minimizing visible product accumulation and maintaining physiological skin comfort throughout cosmetic wear.

Participants with dry skin demonstrated improved optical hydration and healthier skin appearance following individualized preparation and cosmetic application. Clients with oily skin maintained improved surface uniformity through appropriate control of excess sebum, whereas participants with combination skin benefited from region-specific cosmetic strategies based on variable skin physiology.

Client Follow-Up

During the observation period, 30 of the 89 participants (33.7%) returned for repeated professional cosmetic procedures and became regular clients utilizing the standardized assessment protocol.

Follow-up consultations indicated that returning clients increasingly adopted individualized skincare routines recommended during cosmetic consultations, including appropriate cleansing, moisturization, post-shaving care, and daily photoprotection where indicated.

Many returning clients additionally reported greater confidence during professional meetings, public presentations, photography sessions, and social interactions following integration of professional cosmetic care into their personal appearance routine. These observations suggest that individualized cosmetic assessment may contribute not only to improved immediate facial appearance but also to greater awareness of long-term skin care and professional self-presentation.

DISCUSSION

The present observational study demonstrates that professional male makeup should be considered a structured cosmetic procedure based on comprehensive facial assessment rather than a standardized sequence of cosmetic product application. The diversity of physiological skin characteristics, facial hair distribution, occupational requirements, and environmental conditions observed within the study population confirms that individualized cosmetic planning represents a fundamental determinant of successful cosmetic outcomes.

One of the principal findings of the present investigation was the considerable variability of cosmetic requirements among male clients despite similar aesthetic objectives. Although the majority of participants requested improvement of overall facial appearance, comprehensive assessment revealed substantial differences in skin hydration, sebaceous activity, beard characteristics, facial color distribution, post-shaving sensitivity, and localized skin imperfections. These observations support the concept that effective cosmetic correction requires objective evaluation of individual facial characteristics before selection of cosmetic formulations and application techniques.

The structured diagnostic sequence applied throughout the present study was based on the Adaptive Face Assessment

Method developed by Alina Klymko, which provides a systematic framework for evaluation of facial morphology, skin physiology, proportional balance, color characteristics, and individualized cosmetic objectives prior to cosmetic intervention. Unlike conventional cosmetic approaches that emphasize decorative application techniques, this methodology prioritizes analytical assessment as the primary stage of professional decision-making. Such an approach enables cosmetic procedures to be individualized according to objective facial findings rather than generalized cosmetic recommendations.

Skin physiology represented one of the most influential factors affecting cosmetic performance within the observed population. Dry skin demonstrated increased susceptibility to reduced cosmetic adherence and emphasized superficial dehydration, whereas oily skin required continuous control of sebum production to preserve cosmetic stability and minimize undesirable surface shine. Combination skin presented the greatest technical complexity because different facial regions required separate cosmetic strategies during a single procedure. These findings emphasize that successful male makeup depends upon regional physiological assessment rather than uniform application of identical cosmetic products across the entire face.

Facial hair characteristics further influenced cosmetic planning throughout the study. The presence of beard shadow, variable beard density, and post-shaving irritation required individualized correction strategies that maintained natural skin texture while minimizing visible color contrast within the lower facial region. Professional product selection and controlled application techniques reduced the visual prominence of beard shadow without creating excessive cosmetic coverage or compromising masculine facial appearance. These observations highlight the importance of integrating facial hair assessment into routine cosmetic evaluation protocols for male clients.

The inclusion of athletes and physically active individuals provided additional evidence regarding the versatility of individualized cosmetic planning. Participants involved in combat sports frequently presented with bruising, localized erythema, and post-traumatic discoloration requiring temporary cosmetic correction before professional photography, media appearances, or public events. Individualized correction strategies successfully reduced the visibility of these imperfections while maintaining a natural facial appearance appropriate for professional communication. This finding suggests that professional male makeup may serve practical functional purposes extending beyond traditional aesthetic enhancement.

An additional observation of practical importance concerned the relationship between professional cosmetic procedures and subsequent skin care behavior. Returning clients demonstrated greater adherence to individualized skin care recommendations following professional consultation,

including appropriate cleansing, moisturization, post-shaving care, and routine use of skin-compatible cosmetic products. These observations suggest that structured cosmetic consultation may encourage long-term awareness of skin health in addition to providing immediate aesthetic improvement.

Furthermore, repeated professional consultations indicated that individualized cosmetic correction contributed to improved confidence during occupational and social interactions as reported by returning clients. Although psychological outcomes were not measured using validated psychometric instruments, participant feedback consistently suggested that natural improvement of facial appearance reduced concerns regarding visible fatigue, uneven skin tone, and minor facial imperfections during professional communication. Future prospective investigations employing standardized quality-of-life and self-perception instruments would provide valuable objective evidence regarding these observations.

The findings of the present study support an expanded understanding of professional male makeup as an evidence-informed cosmetic procedure integrating facial assessment, individualized product selection, skin physiology, and occupational image requirements. Rather than functioning solely as a decorative intervention, professional male makeup may represent a comprehensive cosmetic management strategy capable of improving facial appearance while promoting appropriate skin care practices and individualized cosmetic decision-making.

CONCLUSION

The present study demonstrates that professional male makeup has evolved into a specialized area of cosmetic practice requiring comprehensive facial assessment, individualized product selection, and evidence-informed cosmetic planning. The findings indicate that successful cosmetic correction cannot be achieved through standardized application techniques alone, as cosmetic performance is directly influenced by skin physiology, facial hair characteristics, occupational requirements, and individual aesthetic objectives.

Application of the Adaptive Face Assessment Method provided a structured framework for systematic evaluation of facial morphology, skin condition, color characteristics, and functional cosmetic needs before makeup application. The methodology facilitated objective professional decision-making and supported individualized cosmetic strategies for clients with dry, combination, and oily skin, as well as for men with different beard characteristics and diverse professional requirements.

The retrospective analysis of 89 male clients demonstrated that individualized cosmetic planning contributed to improved visual skin uniformity, effective camouflage of beard shadow, post-shaving irritation, bruising, localized

discoloration, and visible signs of fatigue while preserving a natural masculine appearance. The use of professional non-comedogenic cosmetic formulations further supported physiological skin comfort and cosmetic stability during prolonged wear.

An additional practical observation concerned the development of long-term cosmetic awareness among returning clients. Professional consultation combined with individualized facial assessment encouraged appropriate daily skin care, proper cosmetic removal, post-shaving skin management, and selection of products compatible with individual skin physiology. These findings suggest that professional male makeup may contribute not only to immediate aesthetic improvement but also to the promotion of healthier cosmetic habits and improved skin maintenance.

The growing demand for professional cosmetic services among men indicates that male makeup should increasingly be regarded as a functional component of contemporary cosmetic science rather than exclusively as a decorative procedure. Structured facial assessment, individualized cosmetic planning, and evidence-informed application techniques may improve professional appearance while supporting client confidence across business, editorial, sports, media, and everyday professional environments.

Future prospective studies involving larger and more diverse populations, objective instrumental skin measurements, and standardized patient-reported outcome instruments are warranted to further validate the effectiveness of structured professional male makeup protocols and expand the scientific evidence supporting individualized cosmetic practice.

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