

## Why Every Man Should Copy John Mayer's Flawless Skin-Care Routine

Celebrities use Snapchat to promote sponsored products or the products they own themselves—just take a look at Kylie Jenner's Snaps of her drinking that sketchy tea or Blac Chyna's daily Snaps promoting her own makeup and skin care line. But John Mayer is someone we never expected to create a Snapchat story promoting a skin care line. Yet, the 38-year-old musician/serial celebrity dater took to Snapchat yesterday to showcase his extensive skin care routine. Shocker: He only uses Natura Bissé products (and they are insanely expensive). Mayer shared a series of "hacks" (like applying the product directly from the product onto your face so you don't waste any on your fingers) through five Snaps highlighting different Natura Bissé products. He dabbed the \$590 **Natura Bissé Diamond Life Infusion** all over his face to only applying the \$345 **Natura Bissé Diamond Extreme Cream** on his CNZs or "Crucial Necessity Zones":



And while lots of women watch Mayer's Snapchat (which makes it a perfect fit for the Natura Bissé promotion), we think a lot of men should actually take some hints from Mayer. "Skin care in men is just as important as in women, and men can develop lines, wrinkles, and spots just as women can," says Joshua Zeichner, the director of cosmetic and clinical research in dermatology at Mount Sinai Hospital in New York City. But Mayer's regimen is kind of excessive, so Zeichner says men can definitely pare it down. "It can be difficult to get men to use skin care products, so my most basic advice is to use sunscreen in the morning as primary protection from UV damage and a collagen stimulating product, like retinol, in the evening," he says.

And Paul Jarrod Frank, a dermatologist in New York City, says that skin care should be of paramount importance to men, but like Zeichner says, the simpler the better, and you can definitely use drugstore products to achieve the same youthful skin as Mayer. "It's clear that men are not immune to the pressures of wanting to look their best. Men really do care about their looks and many give thoughtful attention to their outward appearance," says Frank. "Keeping the routine simple and easy is a great way for men to stay consistent with their routine. A gentle cleanser like ← [Gentle Skin Cleanser](#), a SPF moisturizer, and eye cream daily are perfect for a simple every day routine." Frank recommends Lubriderm or Aquaphor as affordable moisturizers that get the job done. He also notes that men are all about saving time: A product that does more than one job is a product that has more of a chance of repeated use with men. "Men usually like to maximize their time by using multipurpose products to create a simple skincare routine," he says. "The



← [SkinCeuticals C E Ferulic](#) is a great anti-oxidant serum that is multi-functional in one step. It treats pigmentation, brightens, gently exfoliates, and protects from free radicals and UV damage daily."