

Daily Mail

**RISE OF THE METROSEXUAL:  
MEN NOW SPEND LONGER  
GETTING READY TO GO OUT  
THAN WOMEN**

by

**Daily Mail Reporter**

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**[Definition of *metrosexual*** - a usually urban heterosexual male given to enhancing his personal appearance by fastidious grooming, beauty treatments, and fashionable clothes.

**Origin of *metrosexual*** - *metropolitan* + *-sexual* (as in *heterosexual*).

**First Known Use:** 1994]

(<http://www.merriam-webster.com/dictionary/metrosexual>)

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It may come as something of surprise in many households, but it seems that men are spending longer getting ready to go out than women.

Apparently, men spend 83 minutes a day on personal grooming, including cleansing, toning and moisturising, shaving, styling hair and choosing clothes.

In contrast, women have their beauty regime down to a fine art and get hair, clothes and make-up done in just 79 minutes.

While both men and women might find the claims - based on a survey of 3,000 Britons - hard to take, the researchers have come up with another remarkable fact.

They reckon the average man spends just 19p less a month on grooming products than a woman, splashing out £25.22, or £302.64 over the course of a year.

The survey for Superdrug also revealed that in the morning men spend an average of 23 minutes in the shower - a minute longer than women.

Men also take a minute longer on cleansing, toning and moisturising. One in three men said they didn't see why they shouldn't take as long as women.

Simon Comins, of Superdrug, said: 'Once upon a time it was cool for men to appear rough and ready, looking like they hadn't spent more than a couple of minutes getting ready in the morning.'

'But these days, everyone appreciates a man who takes care of his appearance, smells nice and looks like he has made an effort.'

'In the past rugged celebrities such as Liam Gallagher, Brad Pitt and Russell Crowe were the favourites because they couldn't be bothered to shave, regularly headed towards the bathroom and threw on any old outfit.'

'But now, the likes of David Beckham, Zac Efron, and Cristiano Ronaldo are well known and well loved for being unafraid to experiment with products and always look like they've spent hours getting ready to go out.'

The study also revealed on an average morning men spend 23 minutes in the shower, compared to 22 minutes for women.

Men then take 18 minutes on their shaving regime, compared to 14 minutes for women despite them having to trim legs, armpits and bikini line.

Interestingly, men take a minute longer - 10 minutes - on cleansing, toning and moisturising.

### **MEN'S TOP TEN BEAUTY PRODUCTS**

- **Antiperspirant**
- **Shaver/razor**
- **Shampoo**
- **Shower gel**
- **Aftershave**
- **Shaving cream**
- **Moisturiser**
- **Body wash / scrub**
- **Conditioner**
- **Whitening toothpaste**

Choosing an outfit is also a timely operation for blokes who want to look their best - taking 13 minutes compared to 10 minutes for women.

In addition, hair and make up takes a further 17 minutes, compared to a woman's 22 minutes, and men spend another couple of minutes checking and touching up their appearance during the day.

The poll also shows a third of all men regularly consult reviews and magazines to see what grooming products they should be using, and 29 per cent always make sure they buy designer brands.

The average male shops for clothes and beauty products at least once a month, and 66 per cent admit they like to take care of themselves as much as possible.

Two thirds of men are proud of the fact they take care of their appearance, and 34 per cent say they don't see why they shouldn't take as long as women getting ready.

Simon Comins, of Superdrug, added: 'Perhaps the reason men spend longer getting ready than women is not vanity but because they're still beginners in the fine art of being groomed.'

Preening is seen as one step on from basic grooming and includes body sprays, eye creams and scented shower gels.

And the most popular beauty products to make it into a man's bathroom include hair wax, moisturiser and shavers.

The global male preening market, which includes brands such as Lynx and L'Oreal Men Expert, is worth £16 billion each year.

#### **GENDER GROOMING BY NUMBERS**

<b>Time spent in minutes</b>	<b>WOMEN</b>	<b>MEN</b>
<b>Shower</b>	<b>22</b>	<b>23</b>
<b>Shave</b>	<b>14</b>	<b>18</b>
<b>Cleanse, tone, moisturize</b>	<b>9</b>	<b>10</b>
<b>Hair</b>	<b>12</b>	<b>10</b>
<b>Make-up</b>	<b>10</b>	<b>7</b>
<b>Clothes</b>	<b>10</b>	<b>13</b>
<b>Touch-ups</b>	<b>2</b>	<b>2</b>
<b>TOTAL</b>	<b>79</b>	<b>83</b>

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