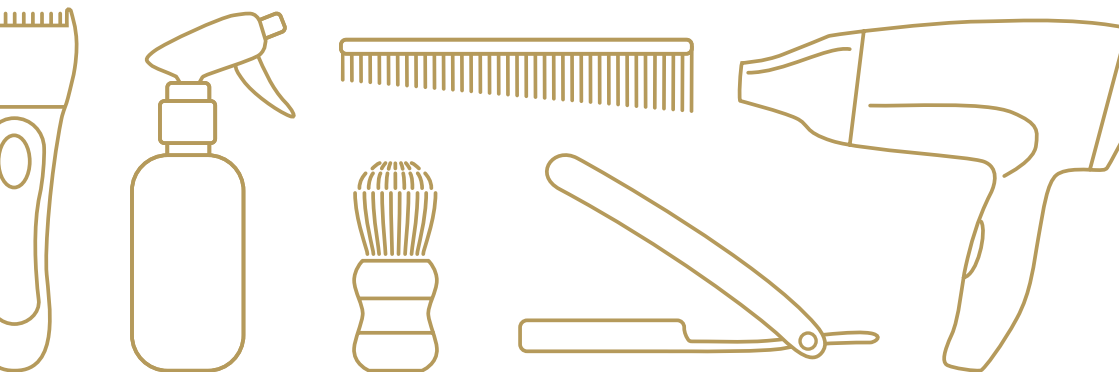




Men's Grooming

For Cancer Patients



Men's Grooming

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This booklet includes simple grooming techniques for men.

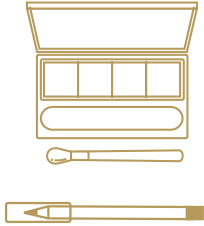
We hope that you can use these techniques when going out or going to work.

- 1 Eyebrow Makeup
- 2 Skin Tone Coverage
- 3 Hair Care
- 4 Skin Care
- 5 Lip Care
- 6 Hand Care

If you have sensitive skin or brittle hair and nails, please consult a physician prior to using the techniques.

Eyebrow 1 Makeup

Your eyebrows are a key part of your facial expression. Let's try some simple techniques, depending on the condition of your eyebrows.



Tools

① Eyebrow powder

We recommend using a dark brown~gray color that is close to your natural eyebrow shade.

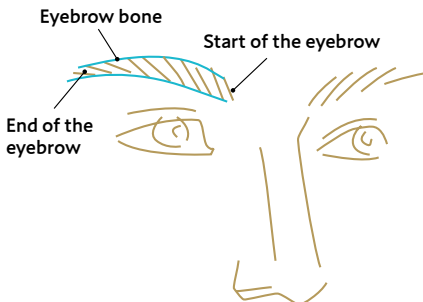
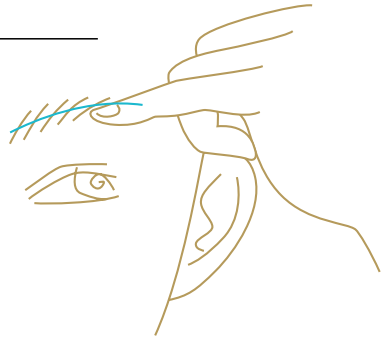
② Eyebrow pencil

We recommend a gray pencil with a soft core that is close to your natural eyebrow shade.

Simple finger technique for sparse eyebrows

TECHNIQUE 1

Take a small amount of eyebrow powder with your fingertip and draw your eyebrows by gliding your fingertip over your brow bone as if drawing an arc. Adjust the thickness of your eyebrows by layering repeatedly.



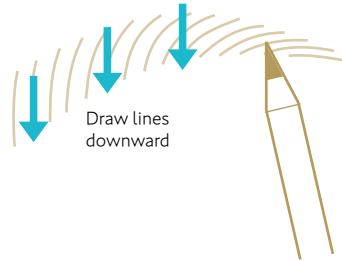
Drawing your eyebrows can be done quickly if you feel your brow bone beforehand to confirm the locations of the inner end (directly over the inner corner of your eyes) and outer end (right below your temples).

Combination finger/pencil technique for eyebrows that have fallen out completely

TECHNIQUE 2

You can create eyebrows that look very realistic by drawing lines as if adding hairs with an eyebrow pencil.

After performing Technique 1, use an eyebrow pencil and, as if drawing individual hairs, draw 2~3mm lines from the inner to the outer end of your eyebrows.



QUICK TIP

Hold the center of the eyebrow pencil lightly.



You can create natural-looking eyebrows by slightly tilting the eyebrow pencil and drawing with light pressure.

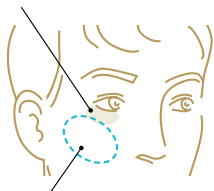
For when your skin appears dull
or prominent dark spots appear

Skin Tone 2 Coverage

Specialized cover foundation imparts a healthy skin tone and covers dullness created by side effects from treatment and scars from surgery. Correct your skin tone after first applying sunscreen to your entire face.

How to choose the color

The area of concern



The rest of the skin

Choose a color that matches the tone of your skin around the area of concern.

How to take up the foundation

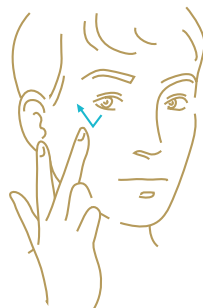
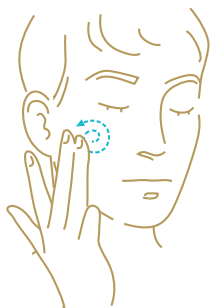


Take up the foundation with one finger in a circular motion. Adjust the amount depending on the area and desired thickness.

STEP 1 Dab

1

Lightly dab the foundation onto where your skin tone has changed.



STEP 2 Blend

2

Blend by patting gently in a circular motion with the tip of your finger.

* Applying a small amount of face powder onto the covered area will help the makeup last longer.

■ Specialized Cover Foundation (Shiseido Perfect Cover Foundation MV)



3

Consider how best to wash your hair when your scalp feels dry.

How to wash your hair



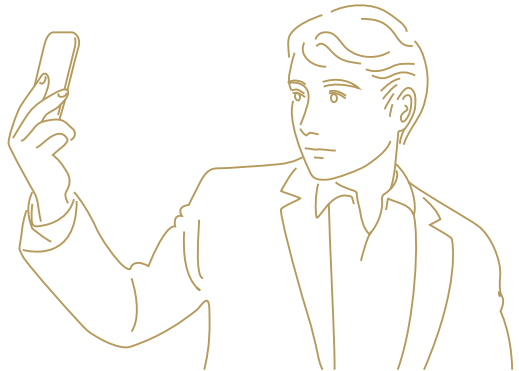
First, gently rinse your hair with warm water. Then, rub shampoo between your palms and softly work it into your hair until it lathers. Gently wash your scalp with the tips of your fingers, making sure not to scratch it. After thoroughly rinsing out the shampoo, use an absorbent towel to gently wipe the moisture from your scalp.

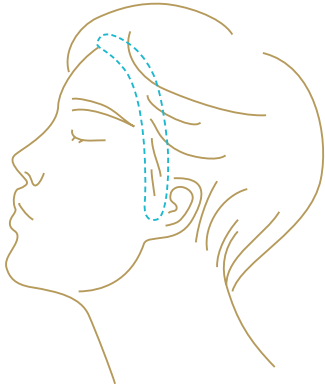
This simple technique can make your wig look natural.

Wig

We recommend a style that does not expose your hairline, with hair that slightly covers your forehead.

Selecting a wig with a color and style that is similar to your own before starting treatment will make the wig feel more natural. Use a picture of yourself from before starting treatment for reference.





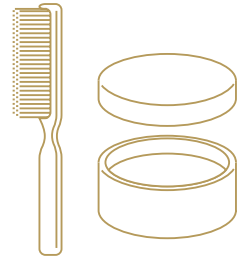
Arrange the bangs and sideburns of your wig

Take brown or gray eyebrow powder with your fingertip and slide your fingertip along the border between your wig and skin to naturally blend in the edges. Keep the color gradually lighter toward your hairline.



Make the hair at the nape of the neck look neat

Blend a small amount of hair wax into the hair around the ears and nape of the neck with your fingers, then comb with a brush. Putting hair wax onto your own hair underneath these areas will make blending easier.



■ For inquiries on hair care and wigs, contact a Shiseido Beauty Salon.
<https://salon.shiseido.co.jp/>

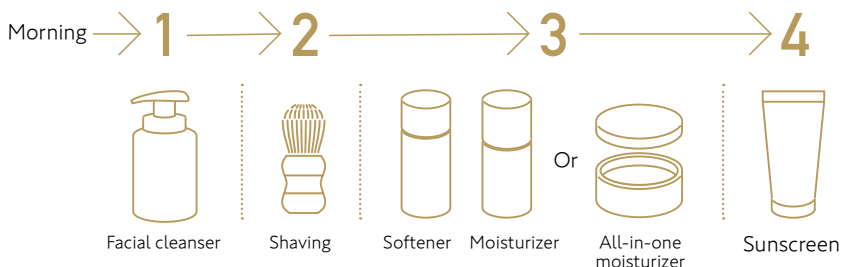
For when your skin feels dry and rough or irritated after shaving

4

Start using skincare when your skin feels sensitive or dry. We recommend skincare products without a cooling or tingling sensation.

It is best to shave after washing your face, when your facial hair has been softened by the water. We recommend using an electric shaver due to its low irritation. Press the shaver gently against your skin in order to avoid shaving too deeply.

[Fundamental Usage Order]



Maintain clean skin



Facial cleansing

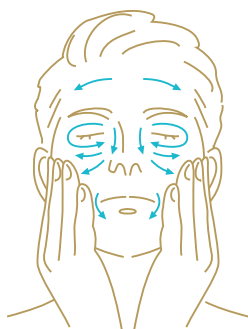
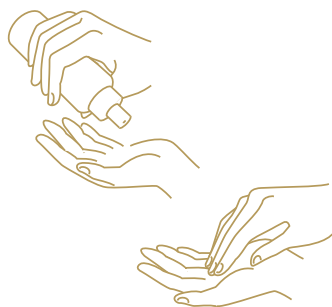
Using an abundant amount of foam, wash your face gently as if caressing the skin. We recommend using a mousse type facial cleanser from a pump, which does not require lathering. After rinsing your face with water, gently pat your face dry with a towel.



Prevent dry skin

Use a softening lotion daily to hydrate your skin and a moisturizer to retain this moisture. If using both is too troublesome, we recommend using an all-in-one product that combines the functions of a softening lotion, moisturizer, and serum. Make sure to use skincare products after shaving.

STEP 1 Put an appropriate amount of a softening lotion, moisturizer, or all-in-one product directly in the palm of your hand and spread it across both palms to warm it up.



STEP 2 Wrap your hands around your face and press gently to slowly apply the product to your skin. (cheeks → forehead)
Press gently with the tips of your fingers to help the product absorb. (around the eyes → around the nose and mouth)

STEP 3 Slowly and carefully wrap your hands around your entire face to help the product absorb.



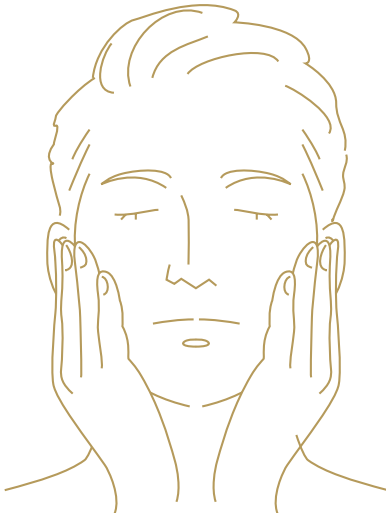
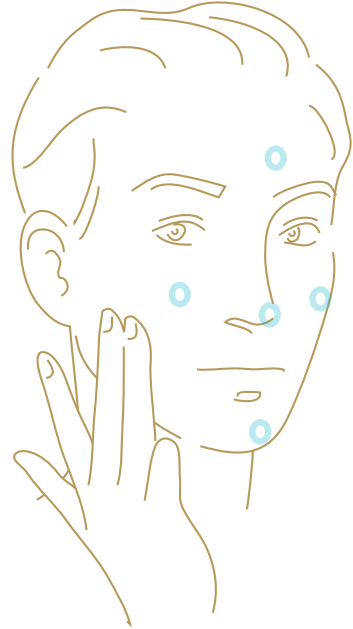
When you notice that the amount of dark spots has increased or

When your skin tone has changed or your skin feels more sensitive, it is crucial to use sunscreen to protect your skin against UV rays.

Protect your skin against UV rays

How to apply sunscreen to your face

After completing your skincare, put an appropriate amount of sunscreen onto the palm of your hand. Then, place the sunscreen onto 5 points of your face (both cheeks, forehead, nose, chin).

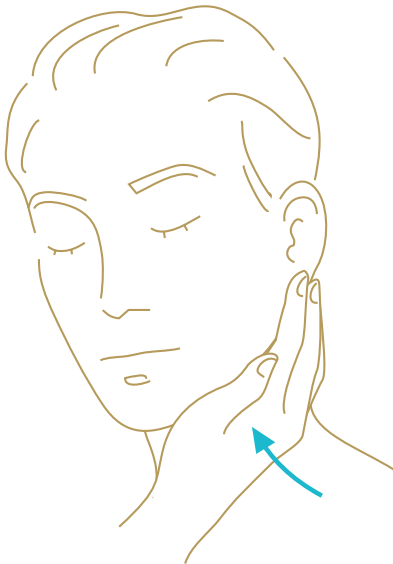


Use your fingers to spread the sunscreen carefully to all corners of your face using broad strokes. Use additional sunscreen as needed. Make sure not to rub your face too strongly, as doing so will irritate your skin.

your skin tone has become darker

How to choose sunscreen

- If you are concerned about dry skin, choose a hydrating type.
- If you want something that is easy to apply, choose a spray-on type for easy initial and repeat application.
- If you sweat easily, choose a lightweight lotion or gel type.



How to apply sunscreen to your neck

Put an appropriate amount of sunscreen into the palm of your hand, dab the sunscreen onto multiple points of your neck, and lightly blend in the sunscreen from bottom to top.

BB cream

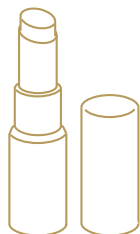
If you are concerned about dullness, dark circles, or redness, we recommend using a BB cream type sunscreen that can even your skin tone. Use a small amount and spread thinly for a natural-looking finish.



For when your lips feel rough and irritated or appear unhealthy and dull

5

If your lips are flaky and dry easily, apply a rich hydrating lip balm. For the daytime, choose a lip balm with UV protection.



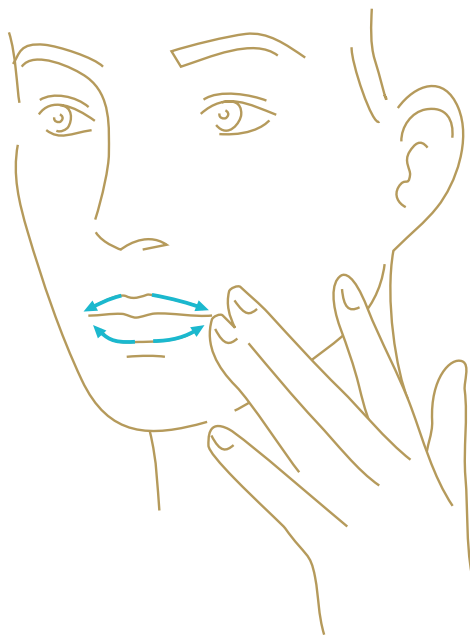
When your lips appear dull and unhealthy, apply a tinted lip balm.

Apply lip balm to the center of your lips, and then close your top and bottom lips together to blend.

If your lips appear too shiny, use your finger to blend the lip balm along the outer edges of your lips.

When reapplying, apply gently to maintain moisture.

Make sure not to apply excessively.

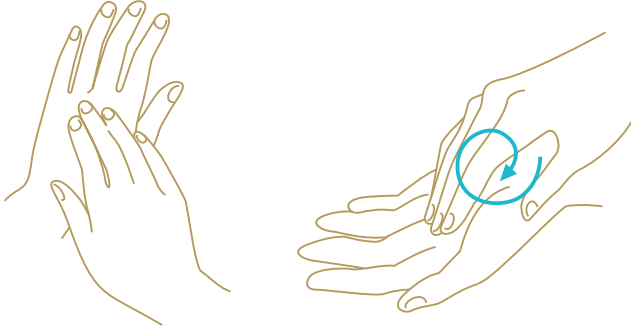


Apply an ample amount of lip balm after bathing.

For when the skin on your fingers cracks easily or your hands feel dry

The key is to frequently moisturize your hands to prevent them from becoming dry.

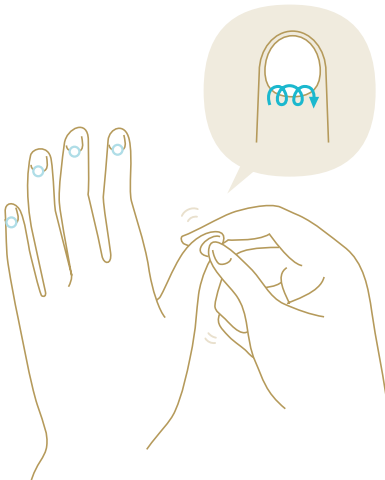
After washing your hands and before going out, carefully apply hand cream all the way up to your fingertips.



STEP

1

Put hand cream onto the palm of your hand and warm it between your palms. Blend the hand cream into your palms with a spiraling motion. Then, repeat for the backs of your hands.



STEP

2

Place a small amount of hand cream at the base of your fingernails, then blend in with a spiraling motion.



I will be returning to work soon, and after doing my eyebrows, I was able to imagine myself in a suit again.
(30s)

COMMENTS

from Cancer Patients
who Used the
Grooming Techniques

I was initially against using makeup, but it was more natural than I had expected, and it made me feel more comfortable about going out. It's also easy to apply, which is helpful.
(40s)

I was able to feel more positive, and I hope that more men try cover makeup.
(50s)

My entire face became brighter and looked better. These techniques gifted me with "vitality."
Thank you so much!
(60s)

You don't need to hold back because you are a man.

Message

Mitsunobu Yokoyama

Manager
The Cancer Survivors Club Operation Committee
Public Interest Foundation Japan Cancer Society



Obviously, side effects from anticancer drugs also appear in men. Hair falls out, and nails and skin are affected, but men can groom and care for their appearance. Your impression will change greatly by wearing a wig that suits you and by using makeup and skincare.

The Shiseido Life Quality Beauty Center's "Men's Grooming Booklet For Cancer Patients" contains techniques that men can easily implement. By making a little effort, you should be able to attain greater confidence and joy.

Have you ever felt uneasy during business or private outings? Have you felt like giving up because you are in the midst of treatment? You may be trying to convince yourself that you shouldn't be concerned about your appearance because you are a man. Many women have increased their quality of life through caring for their appearance and have even found greater happiness.

You don't need to hold back because you are a man. Grooming and caring for your appearance is the key to a better tomorrow. I believe it will definitely improve your quality of life when living with cancer.

SHISEIDO



Shiseido Life Quality Makeup

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Shiseido Top Hair & Makeup Artist / Tadashi Harada



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