



AT LAST....A SIMPLE WAY FOR MEN TO GET A HEAD START ON SEX APPEAL!

The new 'grooming fix' for men that allows you to look good but without the effort...

Lads, it may seem a little strange but there's apparently one quality that women look for in a man. Forget good looks and rippling muscles – in the search for that all-important *X-factor*, there's apparently one characteristic that always sends them weak at the knees: *confidence!* So, if you don't have confidence you might as well forget pulling the ladies, take your eye off your boss' job, don't even think about being a high flying success and as for being an all-round high-achieving alpha maleyou've no chance!

So the question you may well be asking is what's the ultimate route to complete confidence? Well it starts at the top, with great looking, great feeling hair. Take George Clooney or Jude Law for example and take a look at what makes women swoon. Ok, granted they have good looks and a nice day job, but that aside, none of them have overly 'styled' hair – its an effortlessly natural and clean look that's the key to confidence and instant sex appeal these days. So step forward: **head & shoulders For Men** – a brand new addition to the Head & Shoulders range especially for men that takes the head and heart ache out of looking great.

Now more than ever there are countless 'grooming regimes' available for men that are every bit as complicated as those tailored for our girlfriends – so what's that all about? Male manicures, botox for boys, sports facials – the list is as long as the length of time it takes to have some of the treatments themselves. Not that appealing, especially as even if you did have the time to have a facial, there's no way you'd be able to live it down if any of your mates found out.

But not only does **head & shoulders** understand the need for an everyday quick 'grooming fix' for the hair but also the need for a product that doesn't involve a time intensive 'regime'. Thank goodness for that. Especially with our laddish reputation to keep – at spending less than two minutes in the shower at any one occasion. Breathe a big sigh of relief, as at last, looking your best is no longer difficult or time consuming – all the ingredients we need are right there in one bottle.

So what's the secret? In a nutshell, new **head & shoulders For Men** is a high-performance, everyday shampoo, formulated to meet the needs of your lifestyle – meaning that with regular use you will have hair that is deep down clean and dandruff free.

- **Fast** – because none of us want to hang around spending longer than necessary on our hair with only 10 minutes to get to work
- **Effective** – because it uses the incredible anti-dandruff technology that has established Head & Shoulders as the leading anti-dandruff shampoo brand.
- **High-Performance** – because the shampoo combines our latest cleansing technology with a highly effective yet gentle and scalp-friendly formula – job done

head & shoulders For Men also comes with a clean-smelling fragrance which appeals to the ladies and also acts like a wake-up call for your head, providing the perfect antidote to the 'morning after' the night before. It also comes in a great looking design which means we won't be mistaking it for hers in the shower – so a stress reliever all round.

And finally of course, let's not deny it: clean hair that looks effortlessly sexy is the way forward when it comes to turning heads. Gone are the days of overpowering aftershave or macho-smelling deodorant – these days women want a man to smell clean, fresh and natural. And confident in the knowledge of having great hair, you will look relaxed and laid back. So put it to the test, be done with time consuming regimes and watch your sex appeal soar as confidence starts and ends with great looking, feeling and smelling hair. And if she ever tries to get her hands on the stufflets hope she covers her tracks!

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