

Today's women are losing face

During a recent vacation in Las Vegas, wifey, in need of moisturizer, had to make a stop in the cosmetic section of a large department store.

Normally when searches like this occur I head off to the nearest book or CD store. However, since this figured to be a quick pit-stop, I decided to tag along. As wifey scanned the various types of facial goodies I began reading some of the nearby pamphlets and what I discovered horrified me.

Women's faces are falling to pieces.

According to the information in those pamphlets, women's facial skin can (a) have a split personality (when the epidermal lipids and sebum are mistreated); (b) be too sensitive (a weak protective lipid barrier); or (c) be too dry (a decrease in the activity of sebaceous glands).

I never knew.

But these problems are just the tip of the iceberg. Women's faces are also prone to "moisture-stealing debris, dead flakes, lingering debris, parching, dry lines, patches, leaks, plugged pores, dulling, stress, fatigue" and (heaven forbid!) "free radicals".

Ick! With all these problems attacking women's faces it's a wonder ladies have anything more than couple eyebrows and a nose adorning the area above the neck.

But, apparently that's where the fine cosmetic companies come to the rescue. According to the pamphlets, there are many ways to plug those leaks, cover those patches and get rid of that debris.

There are rinseable cleansers, gentle sloughers, frothy face washes, face firmers and a whole slew of moisturizers from vitality to super-charged to mineral-enriched.

And best of all, these potions and lotions are made up everything you'd expect in a

five-star fruit salad (and some things you wouldn't) like oranges, vanilla, apricot kernel oil, mango seeds, oak root, rice bran and "radiance-reviving" licorice.

Of course, these products have comforting names like Calm Balm, Swept Away and Grin From Year to Year. My favorite is Night-A-Mins, a cream which apparently fixes your face while you sleep so that your skin "awakens rested and recharged". It doesn't say anything about the rest of you, though.

Maybe the need for these creams, pastes, and gels is a "woman thing". For us guys, a little water and a bar of soap seems to do the trick—no need for a "special blend of alpha hydroxy fruit acids to gently speed old layers on their way".

Oh sure, I bet there are some women who will say it's for us men that they put all this effort into keeping their faces from falling into their lap and that if women didn't use ginkgo extract and tiny jojoba beads we neanderthal males would cast them aside.

Well, I'll let the ladies out there in on a little secret. There's something that holds our attention much better than a smooth, soft herbal-enhanced, tight, radiance-revived face.

A tight sweater and a snug pair of jeans.

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