

# MALE ADOLESCENT SKIN AND SHAVING: INSIGHTS AND EXPERT ADVICE

Adolescence in males is the transition between childhood and manhood, when a myriad of physical and emotional changes take place. This can be a time of great excitement but is often fraught with feelings of confusion and embarrassment. Males need help in understanding the changes to expect during this time, and ways to care for their developing hair and skin. However, there is a lack of information available and advice is often conflicting on how to manage skin and hair changes.

Gillette, with its deep understanding of skin, hair and shaving, presents new research examining the knowledge of adolescent males about changes that occur in skin and facial hair growth during puberty, the emotional impacts associated with these changes and their experience of shaving. The research, conducted by an independent market research agency, surveyed: 3,738 males aged 16-21 years across eight countries



US



UK



GERMANY



BRAZIL



CHINA



JAPAN



INDIA



AUSTRALIA

Eminent Dermatologist Dr. Alison Layton offered advice on how to conduct the survey and gain new insights beyond what is already known from the scientific literature. And it doesn't stop there. Gillette present their latest findings on their innovative technology Gillette SkinGuard and how it can offer adolescent males a novel and unique shaving solution.

These **key findings, insights and expert advice** on male adolescent skin and shaving are presented here.

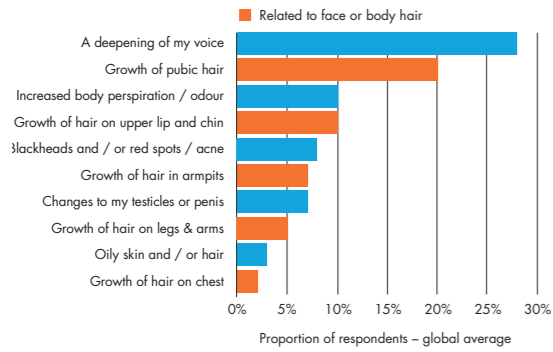
(Vanoosthuyze and Layton, 2019)

**Gillette**<sup>®</sup>  
**SKINGUARD**  
SENSITIVE

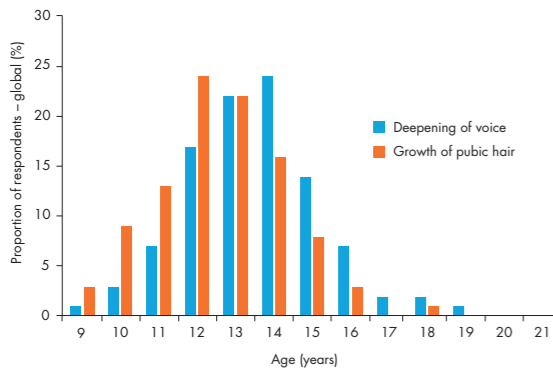


## THE FIRST SIGNS OF PUBERTY

The first physical signs of puberty were noticed as early as 9 years old but mostly around age 12-14 years. Globally, the most common first physical signs of puberty were deepening of voice (28%) noted most frequently between 12-15 years and growth of pubic hair (20%) noted most frequently between 11-14 years.



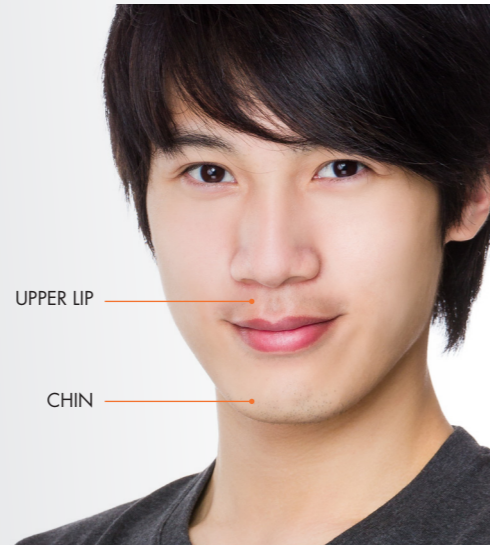
First physical sign of puberty



Age at which the first physical signs of puberty were noticed

### COUNTRY INSIGHTS

There were notable differences between countries. In China and India, significantly more males reported facial hair on their upper lip and chin as a first signs of puberty than average (18% and 14%, respectively versus the global average of 10%).

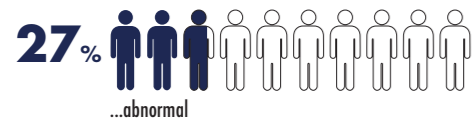


### KEY TAKEAWAY

Importantly, **every male's individual timetable for puberty is different**, meaning it's hard to know when to expect changes to occur. This can lead to concerns about what is considered 'normal'.

## IT'S NORMAL TO FEEL ABNORMAL

Globally, males reported feeling abnormal during puberty (27%) and concerned that they were different to their peers (35%). On average, over one-third of respondents were too embarrassed to speak to anyone, including their parents, about the changes that they were going through during puberty.



### COUNTRY INSIGHTS

Significantly more males in China and India were too embarrassed to speak to anyone about the changes they were going through during puberty compared with the global average (42% and 44%, respectively versus 37%).

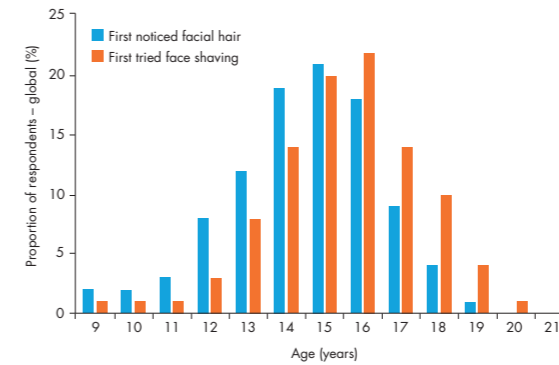
Males in Japan (20%) and Germany (26%) felt least able to speak to their parents about the changes that they were going through (versus global average 36%).

### KEY TAKEAWAY

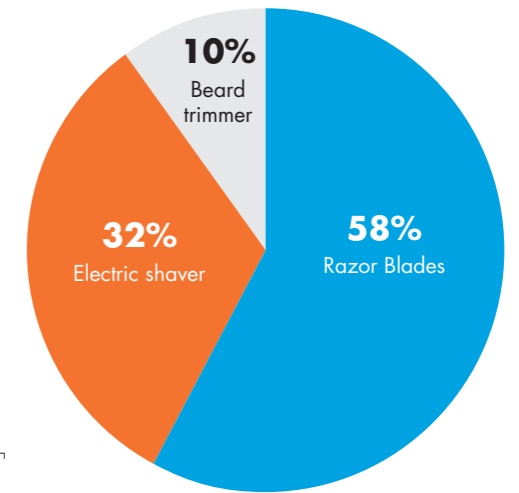
The first signs of puberty were accompanied by feelings of shame and confusion, with **more than 1 in 3 males left too embarrassed to speak to anyone** about the changes they were going through.

## FACIAL HAIR GROWTH AND STARTING TO SHAVE

On average, 70% of subjects first noticed facial hair growth aged 13-16 years and 70% had tried shaving at or before 16 years old. Globally, most males used razor blades when first shaving.



Age at which males first noticed facial hair and first tried shaving



Method used when males started shaving

### COUNTRY INSIGHTS

More males from the US tried shaving earlier than those from other countries (>10% before 12 years old) consistent with significantly more of them noticing facial hair growth aged 10-11 years versus the global average (12% versus 5%, respectively). Notably, published evidence suggests that in the US, puberty in males may be occurring earlier than previous years (Herman-Giddens et al., 2012).

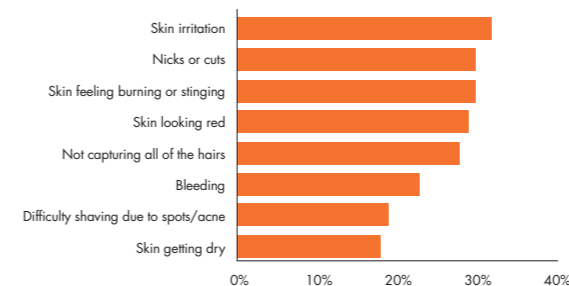
In contrast, males from China and India tried shaving later than most countries (peak at 17 years old).

### KEY TAKEAWAY

On average, **most males tried shaving aged 15-16 years**, and used razor blades when starting to shave.

## AN IRRITATING TIME

When males first tried shaving, the most common challenge they faced was skin irritation (32%), nicks and cuts (30%), or skin feeling burning or stinging (30%).



Challenges experienced when first trying to shave

Difficulty shaving due to the presence of spots or acne was also reported to be a challenge when first shaving. Notably, the age most males first try shaving coincides with the time when acne is most prevalent (aged 13-19 years) (Karciauskiene et al., 2013).



### COUNTRY INSIGHTS

Brazil had the highest proportion of males reporting skin irritation (44%), nicks or cuts (51%) and skin bleeding (31%).

In Australia, 1 in 4 males had difficulty shaving due to spots or acne.

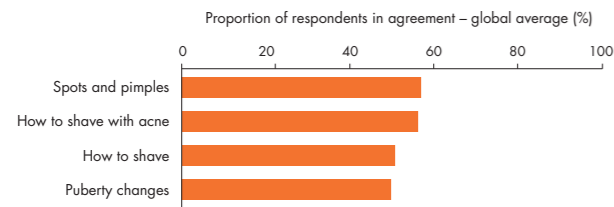
### KEY TAKEAWAY

When starting to shave only a minority of males have no problems. Most are confronted by several challenges including shaving irritation, nicks and cuts, and the presence of spots or acne suggesting their **skin condition is an important factor** when starting to shave.

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## THE NEED FOR MORE INFORMATION

There is a clear need across the globe for males to have more information about the changes to expect during puberty (50%), about managing spots and pimples (57%) and how to shave (51%), particularly in the presence of acne (56%).



The global need for more information on the changes to expect during puberty

### COUNTRY INSIGHTS

Significantly more males in China, Brazil and India wanted more information on what happens during puberty than the global average.

### KEY TAKEAWAY

**Globally, males need more information on puberty changes** including spots and acne, facial hair growth and shaving techniques. A greater understanding of what to expect and when may help counter feelings of embarrassment and being abnormal.



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## INFORMATION FROM WHERE...?

Where do they get their information from? For most males, school education was the primary source of knowledge about puberty (61%), followed by the internet (58%).

### COUNTRY INSIGHTS

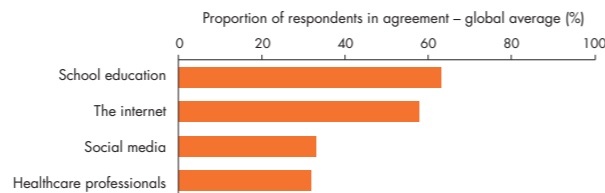
In the UK, US and Germany at least 70% of males got their information about changes during puberty from school.

This was lowest in China (48%), where males relied mainly on the internet (58%) and books (53%) for information about puberty.

In contrast, in India males mostly relied on their friends for this information (55%).

### And where would they prefer to get their information from?

When asked how they would like to receive information on puberty, school education was the preferred information source (63%) followed by the internet (58%), social media (33%) and healthcare professionals (32%).



Preferred sources of information on the changes to expect during puberty

Only 10% of respondents wanted information from their family. This is consistent with published literature reporting that males become less talkative and withdraw from their parents during adolescence (Branje et al., 2012).

### COUNTRY INSIGHTS

The role of healthcare professionals to inform on puberty changes is especially important in countries such as US, Brazil and China where more males than the global average expressed healthcare professionals as their preferred source of information.

### KEY TAKEAWAY

**Healthcare professionals can play an important role** in the dissemination of guidance and information on changes to expect during puberty, in addition to school education and the internet.



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## WE ARE INSPIRED...

These critical insights into the physical changes during puberty, the need for more information about what to expect and on how to shave, have inspired Gillette researchers to evaluate adolescent male skin condition, facial hair growth and shaving.

In a study of males aged 15-19 years, hair growth was found to be relatively sparse, with a predominantly downwards direction of growth (Knight and Cowley, 2019).



Sparse hair growth in male adolescents with predominantly downward direction of growth

When shaving, over one-third of males failed to prepare the face and hair with water or shaving preparation beforehand. During the shave, they mostly took slow, light, tentative strokes which may reflect the challenges reported around skin irritation, and nicks and cuts.

When compared with an older cohort of males aged 40-49 years, the younger males took significantly fewer shaving strokes and a higher number of downward strokes (74% versus 63%, respectively), which may correspond with their visibly lower hair density and a lack of experience (Knight and Cowley, 2019).

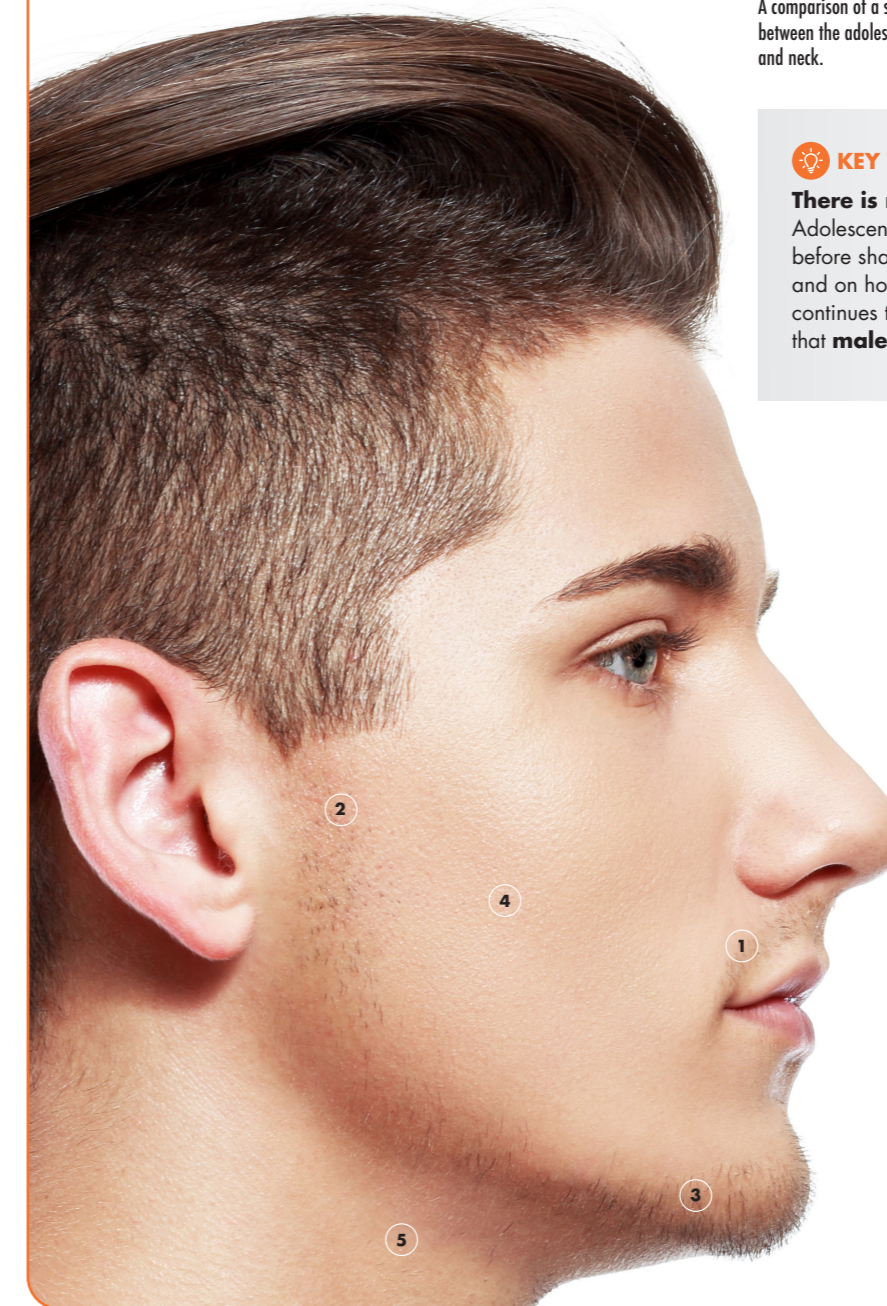


A comparison of a son/father pairing within the study showing differences in hair growth between the adolescent and adult males. Older men visually have more hairs on the cheek and neck.

### KEY TAKEAWAY

#### There is more to shaving than just shaving!

Adolescent males need advice on preparing the skin and hair before shaving, using products appropriate for their skin type and on how to shave properly. What's more, beard growth continues to develop well past the teenage years, meaning that **male shaving needs evolve over time**.



Typical sequence of facial hair growth development in adolescent males:

1. Upperlip
2. Sideburns
3. Chin
4. Cheeks
5. Neck

## WE'RE HERE TO HELP WITH EXPERT ADVICE

These findings highlight the opportunity to help males during adolescence by providing information about the changes they are going through as well as learning how to shave and care for their skin.

### LEARNING TO SHAVE: 5 SIMPLE STEPS

#### 1 WASH



Water can soften beard hairs and make them easier to cut. Rubbing with a gentle cleanser can help lift and release 'trapped' or 'ingrown' hairs for a more comfortable shave.

**i** Shower before shaving to maximise hydration.

#### 2 PREPARE



Apply plenty of shave foam or gel to provide a protective layer over the skin, improve razor glide and help prevent irritation.

**i** Foam gives airy lather that rinses away easily. Gel is richer and more lubricating.

#### 3 SHAVE



Shave using light, gentle strokes with a razor designed for sensitive skin.

Avoid old, dull blades as that can lead to nicks, irritation or 'tugging'.

**i** Rinse the razor often to prevent clogging.

Never tap the blades against the sink or wipe them on a towel. This can damage the precisely engineered razor parts and blunt the ultra-fine blades.

#### 4 RINSE



Rinse the face well to ensure all shave gel or foam is removed.

**i** Warm water usually rinses better. A splash of cold water at the very end can give a soothing effect.

#### 5 MOISTURISE



Apply an after-shave cream or balm to replenish moisture and soothe the skin.

**i** After the shave, store the razor in its holder or upright in a beaker or cup.

#### WHAT ABOUT SHAVING WITH SPOTS AND PIMPLES?

It's important that individuals choose a razor and products that are appropriate for their skin type. Using a razor with sharp edges and low cutting force blades can reduce irritation. Innovative technologies designed to minimize blade contact with skin can also protect sensitive areas when shaving.

#### WITH OR AGAINST THE GRAIN?

Using light strokes and first shaving in the direction of the hair growth (with the grain) and then following up with re-strokes against the grain usually provides the closest, smoothest shave with good skin comfort.



#### KEY TAKEAWAY

Males want help when learning how to shave. **Information should be available from an early age;** the first signs of facial hair growth were noted from 9 years old and most individuals had tried shaving at or before the age of 16 years, coinciding with the peak prevalence of acne.

## INTRODUCING GILLETTE SKINGUARD

There is a need to carefully manage the skin and hair when starting to shave to minimize any shave-induced irritation, especially when spots, pimples or acne may be present. Gillette SkinGuard razor has been designed specifically for individuals with sensitive skin, ideal for the delicate skin of adolescent males who, the survey findings revealed, face the challenge of shaving irritation, skin burning and stinging as well as nicks or cuts.

The Gillette SkinGuard Sensitive razor combines innovative technology with advanced blade design:

- SkinGuard technology in the centre of the cartridge protects the skin from the blades
- The unique blade design with two low cutting force blades minimizes blade-hair interaction

#### SKINGUARD TECHNOLOGY

between the blades to minimize pressure so blades press less on sensitive skin

#### 2 'LOW CUTTING FORCE' BLADES

To minimize the risk of stimulating the nerves and triggering an irritation response. Hair is only pulled and cut up to 2 times in each shaving stroke



**LUBRICATION BEFORE AND AFTER THE BLADES** to minimize friction

#### KEY TAKEAWAY

In a specialized research study amongst adolescent males with acne comparing Gillette SkinGuard with their normal razor, **they overwhelmingly preferred Gillette SkinGuard** (Harrington et al., 2019).

#### KEY TAKEAWAY

**Gillette SkinGuard is specifically designed for sensitive skin.** The innovative razor places a breakthrough SkinGuard bar positioned between two of Gillette's best blades to protect delicate skin when shaving. This makes it ideal when learning to shave, especially for those who are concerned about irritation, nicks and cuts, or shaving over spots.



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## SUMMARY

- **EVERY MALE IS DIFFERENT** – some will notice puberty earlier or later than others
- This is '**NORMAL**' during puberty and so is feeling '**ABNORMAL**'
- Our research has value in **SUPPORTING AND ENCOURAGING ADOLESCENTS** during puberty, by helping to normalise their feelings and concerns
- There is a **GREAT NEED FOR MORE INFORMATION** on the changes to expect during puberty, spots and pimples, how to shave and how to shave with acne
- **WE NEED TO COMMUNICATE** this early as some males start puberty as young as 9 years old and most individuals first tried shaving at or before the age of 16 years
- We provide **5 SIMPLE STEPS** on how to shave: wash, prepare, shave, rinse and moisturize
- **GILLETTE SKINGUARD** offers a new unique shaving solution for adolescent males and was overwhelmingly preferred by those with acne to their normal razor

### KEY TAKEAWAY

We can support and encourage males during puberty with information on what to expect and when. **Easily accessible shaving advice can help** them care for delicate skin that may be prone to irritation and spots.

Differences reported in the Global survey data were statistically significant with  $p < 0.05$ .

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