

**FOR IMMEDIATE RELEASE**

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**OUT OF THE SHADE AND INTO THE FIRE**

**MenScience Promotes Better Skin Health for Men with Information and Products  
During Skin Cancer Awareness Month**

**MIAMI, FLORIDA – May 2, 2007–** While a movement towards becoming better informed about sun protection has motivated many men to take action, skin cancer and melanoma still affect the male population in alarming numbers. Due to athletic lifestyles, outdoor jobs and the fact that men still lag behind women in sunscreen usage (only 34% of men interviewed in a University of Texas study said they regularly used a sunscreen, as opposed to 78% women), men are prime targets for the life-threatening diseases. But with improved attention and awareness, the number of men who will contract skin cancer can be dramatically reduced. Because May has been designated Skin Cancer Awareness Month, MenScience would like to encourage men to take better care of their skin by providing them with tips and products, and by making a donation to the American Cancer Society.

Skin cancer makes up over half the forms of cancer diagnosed each year. It is also one of the most preventable forms of the disease, with the best defensive actions being protection and observation. Men can protect their skin by avoiding sun exposure at hours of the most intense sunlight (10 AM – 4 PM), and covering up as much as possible with shirt, pants, hat and sunglasses if in direct sunlight for long periods of time. Regularly checking for changes in skin color and texture, and monitoring existing moles and body marks for changes in appearance can also catch many problems before they become life-threatening.

Perhaps one of the most effective tactics for keeping skin healthy is for men to use a broad-spectrum sunscreen frequently. MenScience TiO2 Sunblock SPF 30 offers protection from both UVA and UVB rays and utilizes cosmeceutical-grade ingredients (such as Titanium Dioxide) to deflect and block damaging rays while being completely invisible on the skin. Men are less inclined to regularly use something that leaves their skin greasy or shiny, so MenScience created a formula that absorbs immediately and does not leave a residue.

It is priced at \$31.00 and is available, along with the full line of MenScience Androceuticals, at [www.MenScience.com](http://www.MenScience.com) or by calling 1-800-608-MENS. MenScience products can also be found at Barneys New York, Nordstrom and premium retailers and spas in the U.S. and worldwide.

About MenScience:

MenScience Androceuticals offers professional-grade shaving, grooming and skin care products based on cosmeceutically-active ingredients that deliver maximum efficacy and visible results. It is their goal to revolutionize skin care for men with unique and innovative products offering the highest level of performance and quality.

For more information on MenScience and more tips on how to protect skin from sun damage, please contact Deidra Garcia, Corporate Communications, at (305) 361-0994 ext. 8003 or [dgarcia@menscience.com](mailto:dgarcia@menscience.com).

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