

## Skincare Interview # 4

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Interviewee Profile:

Gender: Male

Age: 24

Nationality: French

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**Interviewer:** Have you done your skincare today?

**Interviewee:** No, not yet.

**Interviewer:** What is your process?

**Interviewee:** Every day before bed, I put a bit of lotion on my face and that's pretty much it.

**Interviewer:** What about in the morning?

**Interviewee:** In the morning, I don't put any skincare products on any parts of my body, but I do put a little bit of water on my face to wake me up.

**Interviewer:** Do you have any facial hair, and if you do, what products do you use to maintain it?

**Interviewee:** I do have facial hair, a beard. I don't use any products; I just shave it once in a while with an electric razor. I used to shave with a cream, but it made my skin really red. I thought I was allergic to it, but I think I just wasn't using it well, so I just choose the easy way and use an electric razor instead of shaving cream.

**Interviewer:** So, do you typically not use skincare because it irritates your skin?

**Interviewee:** Yes and no. I don't use skincare mostly because I didn't grow up using skincare products. I basically just discovered that men could use skincare too and that there were products specifically for men. I'm not really scared that it would irritate my skin or make my face go red because I know for a fact that I'm not allergic to it. I never had the opportunity to try products for my face. When I go grocery shopping, I never think about buying creams or other types of products to take care of my skin because I didn't think until now that I needed to be taken care of like that.

**Interviewer:** What would motivate you to start using skincare?

**Interviewee:** Firstly, my girlfriend has made me use some since we started dating, which I like. I got to try a lot of new stuff that I didn't use before. If those products weren't as expensive, or

maybe they're not expensive, but I don't have the money yet to buy these kinds of products. I've never thought seriously about getting into a routine with creams to put on my skin every morning or night. That's the only limitation that makes me not use skincare.

**Interviewer:** Is there anything about your skin that makes you insecure or something you might want to fix?

**Interviewee:** I don't think there's anything that makes me insecure. Something I would want to fix is that my skin gets red in the summer really easily. Even if I put a lot of sunscreen on, I always get really red or sunburned easily. If there's a product or cream that can help me, I would love to try it.

**Interviewer:** For you, is skincare more about beauty or about health?

**Interviewee:** I used to think a lot of women were using skincare for beauty, but I've grown to learn that it's actually something very hygienic and is also for fixing irregularities on your skin. It's cool that people are starting to use it more and that men now are starting to use it as well to see the benefits of it. I think there's still a very big gap of a lack of information for men who don't know what to use and how to use it because there are so many products when you go into a store. It's very hard for men to get informed about it. It's just something men weren't educated to do and have to learn how to do it now if they want to take care of themselves more. At one point, they probably won't have a choice because there's going to be so much pollution in the air, less oxygen, and the sun's going to shine more, so people are going to have to protect themselves. Skincare is probably going to be a way to do it.

**Interviewer:** You mentioned earlier that you use a lotion before bed. How did you pick that lotion?

**Interviewee:** I stole it from my girlfriend because she uses that one. I know now that the lotion she uses is a brand that's pretty famous for their lotions and the products they make, so I just trusted her and started using this one.

**Interviewer:** Do you do anything specific to your hair?

**Interviewee:** Not really. I just wash it every two days, shampoo it. Sometimes I put some conditioner in it, but I usually just shampoo it every two or three days.

**Interviewer:** How do you pick your shampoo and conditioner?

**Interviewee:** I've been using the same shampoo for a while now. I go to the supermarket and it takes me a while to choose which one I want to buy. I just look at the ingredients and what's written on the bottle. It's been working pretty well for me, so I've just kept using this one. For the conditioner, I wasn't using one before, and then I just said I'm going to try. It worked well on my hair. I chose one that goes with the type of hair I have.

**Interviewer:** What would prompt you to switch to a different shampoo or conditioner?

Interviewee: If I see advertising about a crazy shampoo that makes your hair grow back or something my girlfriend would recommend. If it's less expensive or if it gives me more promise of something that's going to work on my hair, like making it shinier, longer, or thicker. I'm not very complicated with that; I could try anything. The first reason I would change it would be a person of trust telling me to try something new.

**Interviewer:** Whenever you're traveling, do you do anything different with your skincare?

Interviewee: It depends on the trip. When I have a long trip and I'm staying at a hotel, I probably end up using another type of shampoo because I never bring shampoo or shower gel with me. I just end up using the one that's at the hotel or the place I'm staying at. I guess I care a little bit less because I have my routine here at home, and whenever I'm gone, I'm getting into another trip routine.

**Interviewer:** Have you ever had any medical issues with your skin's health?

Interviewee: Not big ones. I have some eczema around my nose that's been going on for a while. I don't really know what's the cause of it. It doesn't hurt; it's just a bit red. It's probably because I'm very highly allergic to pollen, so during the summer, I get a lot of allergy colds and have to blow my nose a lot.

**Interviewer:** Have you ever tried to do anything to fix or remedy the eczema around your nose?

Interviewee: A while ago, I was using a small cream to try and fix it, but after a week or two, I saw that it didn't make a difference, so I just stopped using it. Maybe I lost patience and was just lazy.

**Interviewer:** How long would you wait before expecting to see results from a certain product?

Interviewee: It depends on the problem. If it's a big thing that I know for a fact takes a long time to heal, I wouldn't mind using it and expecting results after a while. For a small thing like this, I would expect to see a little bit of result after a week or two.

**Interviewer:** Could you give me some examples of products that you've bought and keep buying?

Interviewee: Like I said before, my shampoo. Apart from that, my razor. It's an electric razor, and I invested in it a few years ago because it works really well for me. When I want to shave in the morning, it takes me five minutes to do it. Before, I had to put the cream and lotion after, which took so much time. For this razor, I need to buy blades every few months. They're a bit expensive, but I keep buying them because it's what works best for me and my skin.

**Interviewer:** Would you say that you value a routine with less steps then?

**Interviewee:** Definitely. Having fewer steps and something that's fast to use and apply is very valuable to me because I value time. Spending a lot of time putting on cream on my face is just something that I don't necessarily take a lot of pleasure in. I don't see that as a fun activity, so I would rather it be very fast and easy to use.

**Interviewer:** Lastly, how much do you care about appearance, and do you think looks matter?

**Interviewee:** I do care about my appearance, but the thing is that I never really thought that my appearance would start with how my skin looked. I always made sure that my hair looks good, that my teeth look good, that my body in general looks good, but I never really cared about my skin before and about some impurity that could find itself on my skin. Now, I do.