

Vanity

Discussion

In your experience, are the following statements true or not?

1. Men are more interested in their appearance than women.
2. Women talk to their friends about how they look. Men don't.
3. Women like to go shopping with other women.
4. Men prefer to go clothes shopping alone. They are afraid to ask a woman to help them.
5. Men spend more on cosmetics than 10 years ago.

Reading

Read the first part of the article and underline all the different things that men do to make themselves 'beautiful':

MEN'S BEAUTY IS BIG BUSINESS

If you think the world of face creams, beautiful fingernails and silky-smooth legs is exclusively female, think again. As sales of men's health and fashion magazines continue to grow at a huge rate, more and more men are queuing up at health spas and gyms for complete make-overs. "Lots of men are no longer embarrassed to use products or services that make them look and feel better," said

one enthusiastic beauty consultant. Body hair removal, manicures, pedicures, teeth whitening and liposuction, to name just a few, are all now in high demand. Modern man is even plucking his eyebrows to complete the well-groomed experience. So, what is the explanation for this? Why are men spending more on pampering their bodies than on CD collections and DVDs?

Compare what you underlined with a partner. Do you know what all those things are? What is your explanation for men's growing interest in their appearance?

Now read the second part of the article to see if it gives the same explanation:

According to some, the explanation is quite simple. Twenty years ago, the only beautiful role models in the media were women. Now, magazine covers displaying half-dressed male models with six-packs, tans and perfect hair, have persuaded men they are missing out on something. In other words, it's just clever advertising.

Others offer a more profound explanation. As traditional roles between men and women at home and at work become less distinct, men are looking for new ways to express either their masculinity or their

new-found feminine side.

The masculine expression leads to joining a gym and building muscle, the feminine expression leads to moisturising creams and beautiful nails. These days it seems to be a combination of both. You could argue that the modern man is quite simply – confused!

So, are men just victims of the advertising industry, or are they trying to re-invent themselves? Or is it just that women have been right all along – men are vainer? Now they have the proof. What do you think?