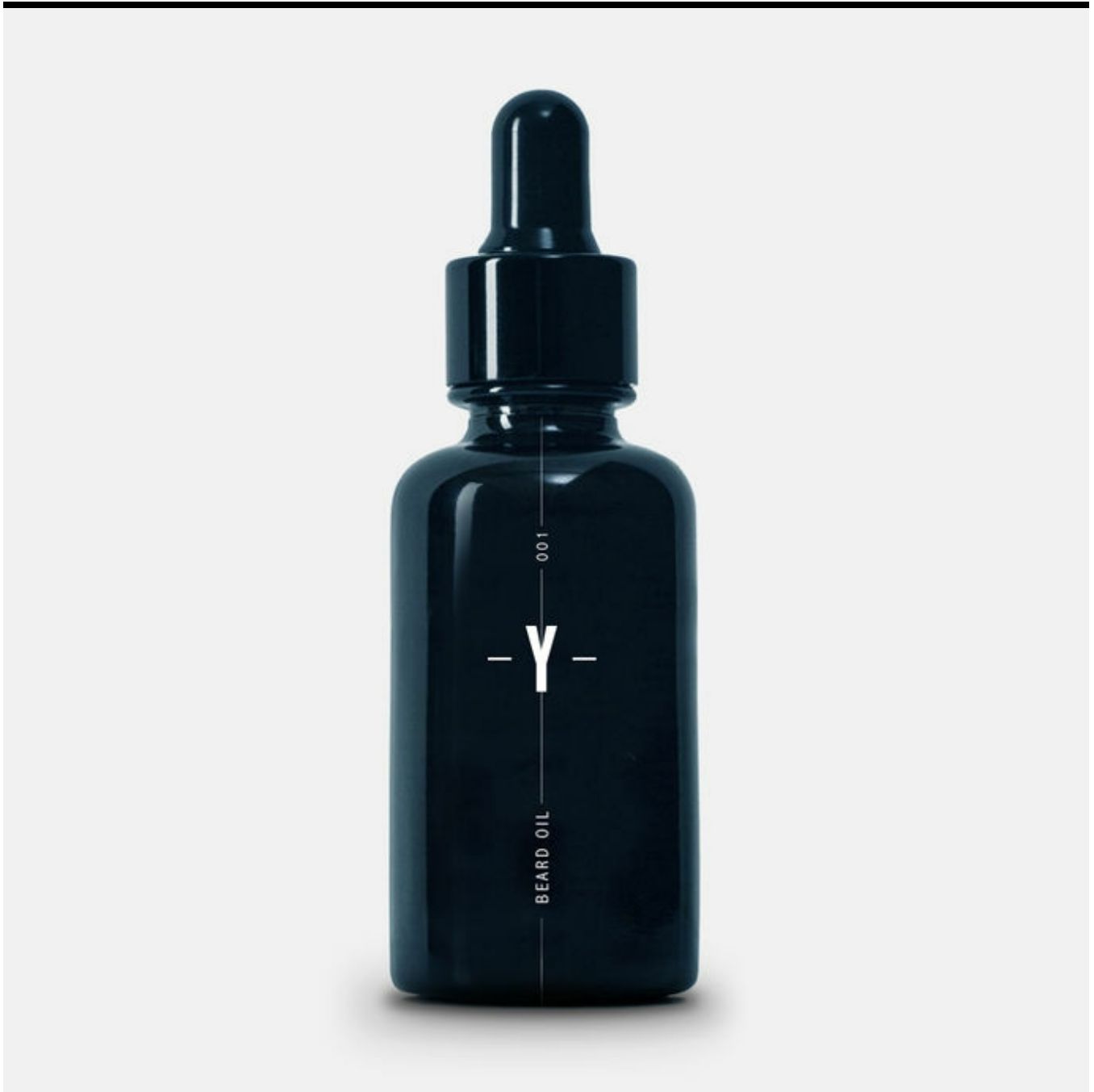


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# THOUGHT-STARTER: WILL THE EVERYDAY MAN BUY COSMETICS?

By Holly Friend and Jessica Smith

31 : 10 : 2018 Beauty : New Masculinity : Retail



The Y Code, a concept men's beauty brand by Sheridan&Co

*Michael Sheridan, founder of retail design agency Sheridan&Co, says the men's beauty sector is ripe for growth, but first it must address the everyday man.*

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## THOUGHT-STARTER: WILL THE EVERYDAY MAN BUY COSMETICS?

Where women's cosmetics have focused heavily on the tenets of beautification, modern men's cosmetics have – to date – focused on subtle enhancement, correction and refinement; a 'barely there' aesthetic that complemented rather than masked the face.

But perhaps the time has come for men to reclaim the act of wearing make-up, albeit in a truly modern way – one that allows them to look the best possible version of themselves, without fear of judgement or stigmatisation. Of course, this is just the start of the journey, and while the male grooming and cosmetics market is unlikely to overtake the women's market any time soon, the sector is clearly on an upwards trajectory.

Brand language must be carefully balanced. Terms like 'guyliner' have a lot to answer for in terms of putting ordinary men off cosmetic experimentation. Instead, functionality and transparency must sit at the forefront of brand communications, with language that is clear and unfussy in order to have impact.

Read Michael Sheridan's full Opinion piece [here](#).