

WHEN IS THIS COVER DUE?
HEADING TO BEACH.
FINISH IT
LATER?

THIS ISSUE IS FANTASTIC

OR WHATEVER
WORDS SHOULD GO
HERE

SQUIRE

MAN AT HIS BEST

DANIEL
CRAIG

AUGUST 20
REPUBLICAN
Guy with
CHANCE
TO BEAT
OBAMA

BOND
COWBOYS
& ALIENS

THE GIRL
WITH THE
TATTOO
MOVIE
BLAH
BLAH
BLAH.

PUT
HOT
SEXY
ENGLISH
WOMAN
LINE
HERE?

SAGER
SAT
IRA
VET
STOP

HELEN
MIRREN

GUY FROM
CAPTAIN AMERICA
(NOT THE CAPTAIN)

\$4.99



A Man in Makeup

MEN'S MAKEUP SALES ARE THRIVING,
AND NOT JUST TO BRANDON FLOWERS

BY JULIAN SANCTON

I've worn makeup only a few times in my life: for Halloween, high school plays, and that time I passed out in college. But apparently some men—not just rock stars and actors—are using it every day. Suddenly the list of cosmetics acceptable for a man has extended beyond eye-black and war paint to include bronzer, concealer, and other things you might find in your sister's purse. So I decided to give it a try for a week, with the help of makeup artist Ramy Gafni, whose clients include Taylor Swift, Naomi Campbell, and an increasing number of men, among them a certain legendary quarterback who shall not be named. (He shall not be named because he doesn't want you to know.)

Gafni began by cleaning up my eyebrows (see how on page 60), an indulgence I didn't realize I needed. Next he applied a little concealer and bronzer, which, for me, a skinny dude with sunken eyes and the complexion of a squid, worked minor miracles. I looked rested, tan, healthy. He also gave me eye gel and lip oil that made my lips look shiny and lecherous, so I gave that to my girlfriend as soon as I could. Walking back to work, I couldn't pass a reflective surface without turning my head. The only downsides were the strangely inorganic smell and the greasy smudge I now left behind whenever I answered my phone.

The next morning, I strutted out of the bathroom. My girlfriend just shook her head. She was right: The concealer and eye gel had caked up and caught on my eyelashes, and my slapdashed bronzer application made me look like I'd exfoliated with poison ivy. I washed it off and tried again. And again. And I got better at it. So much better that no one at work even noticed, which at once reassured and disappointed me.

Toward the end of the week, I awoke with a crushing hangover. The thought came to me with disturbing ease: *It's fine, that's what concealer's for.* My fingers expertly masked the darkness around my eyes. I was proud of my handiwork. Which was when I knew I had to quit. I didn't want there to come a day when I thought I looked strange without makeup. Cosmetics, I realized, improved me only on an epidermal level. No matter how good I got at applying them, they were just a pale substitute for a few hours of extra sleep, sun, and cardio. And they'd never replace the satisfaction that comes with doing nothing at all.

THE METICULOUS MAN'S GUIDE TO EYEBROW CARE

There is really only one rule for your eyebrows: They shouldn't touch in the middle. You are, of course, welcome to do more. In fact, some experts, like groomer of famous people Ramy Gafni, encourage it. Below are five steps he recommends.



1. Lay a comb along one side of your nose, then the other. Your eyebrows should begin just inside wherever the comb crosses them.



2. Clean the bottom line of your brow, removing any stray hairs. But don't pull out too much or you risk giving your brows shape.



3. Comb your brows up and then down, using clippers to trim the excess length along your brow line.



4. Don't pluck gray hairs. Cut them short to avoid leaving gaps.



5. Tweeze any strays that grow outside the expected eyebrow zone—like your temples or forehead.