

## 《为什么男人们也用起了面膜？》

面膜不再是女性的专属。男士中也有迷上护肤，往脸上抹各种东西的人。皮肤科医生说，面膜不一定让皮肤更健康，但可能带来别的良好体验。



A FEW MONTHS AGO, Jordan Savage's girlfriend convinced him to try a face mask. The Los Angeles couple went to a local Sephora to choose some purposeful-sounding goop—a house-brand Green Clay Mask (\$8 each), which purports to purify and minimize pores—and made a night out of it. The 31-year-old film producer, a skin care novice with an oily complexion, saw positive effects immediately and has since gone on to purchase masks on his own.

?????31?????????.??? (Jordan Savage) ????????????????????????????????????????? (Sephora) ????????????????????????????????????????? Spa—  
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For many men, the idea of spending 15 minutes plastered in a damp, papery sheet mask or sealed in the grips of a gritty clay mask is becoming less alien. Tara Foley, CEO and founder of Follain, a skin care chain with stores in Dallas, New York and Seattle, has seen an uptick in converts who start by borrowing masks from their partners, then buy their own. Alex Penfold pilfered from his wife Jen's mask stock for years before creating the "Bro Mask," an emphatically male-marketed sheet mask that's larger to envelop a man's broader face and comes in two parts, so bearded men can skip the bottom part and avoid getting the sheet mask stuck in their whiskers. Since the product's May launch, said Mr. Penfold, sales have doubled each month.

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 Foley) ????????????????????????????????????????????????????????????????? Follain ????????????????????????????????????????? (Alex

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