



Cosmetics firms look to male market

Makeup, skin care lines crop up for gents

As demand rises, cosmetics firms both large and small are setting their sights on marketing makeup to men, according to [Forbes](#).

Major manufacturers including Clinique, Clarins and Jean Paul Gaultier have rolled out their own lines of men's facial grooming and cosmetic products in recent years.

According to market research firm Euromonitor, men spent about \$4.8 billion on grooming products in the United States last year, a 7 percent increase from 2005 and a 42 percent increase over 2001.

"In order to get that competitive edge, (men) have to look better," Lee Gilbert, founder of cosmetics line KenMen, told Forbes. "They're going to do whatever it takes – and there are products out there that can help them achieve this."

Montreal-based KenMen is a three-year-old cosmetic line that includes body and face highlighter, concealers, skin tints and more for men. Its e-commerce site also serves as a forum for men to anonymously learn about and discuss makeup.

According to Gilbert, KenMen's online sales have increased nearly 30 percent in the past year.

DailyVista spoke with [KenMen](#)'s Gilbert for further information on her company's niche product.

"It's not easy to market men's products," she said. "In fact, it's really, really difficult."

Men are cognizant of the stigma attached to department store cosmetic counters or department store aisles, Gilbert said. To alleviate some apprehensions, KenMen focuses on selling in service-oriented venues like health and medical spas, as well as its Web site.

According to Gilbert, KenMen receives a "tremendous" amount of editorial coverage to market its line. The company also participates in events, shows and some charity work.

"This year is probably going to be a turning point for KenMen," Gilbert said.

According to Gilbert, KenMen is ramping up on several projects at present, including expanding its global distribution further into Europe and Asia, launching a new spa line and an airbrush product. Additionally, the company is in talks with two to three major hotel chains for distribution in its spas.

Gilbert said that KenMen does work with ad agencies and consultants on occasion, but the company handles much of its work in-house. She confirmed her role as decision-maker for KenMen.