

Table of Contents

Introduction	7
Men's Facial Skincare Usage	8
Masculinity and Femininity	9
Lifestyle	10
Hypotheses	11
Methods	13
Participants	13
Design	14
Instruments	14
Data Analysis	16
Results	17
Descriptive Statistics	17
Main Findings	18
Discussion	21
Conclusion	24
References	25
Appendices	29