



▼ **True to themselves**
Allan Wu and the actress formerly known as Wong Li Lin are now the faces for True Yoga.

▼ **Shiseido for Men**

With more established beauty brands catering to the grooming needs of men, it's no wonder they're having healthier skin. The new range from Shiseido for Men even had tinted moisture protection, which could serve as a concealer as well. Available now at all Shiseido beauty counters.



◀ **Back to basics**

So what if you don't have a \$2,000 ergonomic chair at work? You can still correct your posture with the new custom-fit BeauS. A worthwhile investment if you ask me, since a survey conducted by Singapore General Hospital revealed that 70% of office workers suffer from pain due to bad posture. The posture jacket even looks like those vests that are so trendy these days. Available now at selected Popular and Guardian outlets and at www.BeauS.com.sg.
BeauS Kids – \$158
BeauS Adult – \$178



▲ **New Face for Nivea**

Cutie Nat Ho is the first local male celebrity to endorse the Nivea for Men Oil Control. It's nice to know that stars have plebian problems, as Nat also possesses oily/combo skin like most Singaporean men. Prices range from \$7 to \$13.40 for the range. Available now at all personal care stores and supermarkets.



▲ **Pure Power**

BOSS Pure is the new male fragrance that is delightfully subtle, sophisticated and fresh. The woody floral fragrance comes in a glass and metal bottle, and is available from 15 May onwards at all good department stores. BOSS Pure EDT 50ml – \$69



▲ **Health Online**

Sainhall Nutrihealth Pte Ltd, sole distributor of Stazen all-natural Astaxanthin in ASEAN, has launched an online health portal, www.vitamin.sg. The web portal serves as a 24-hour online shopping platform that is targeted at healthy-savvy consumers seeking health supplements. The portal carries HSA-approved health supplements from all over the world at a largely discounted rate. Purchases will be delivered reliably and consistently for a hassle-free shopping experience.