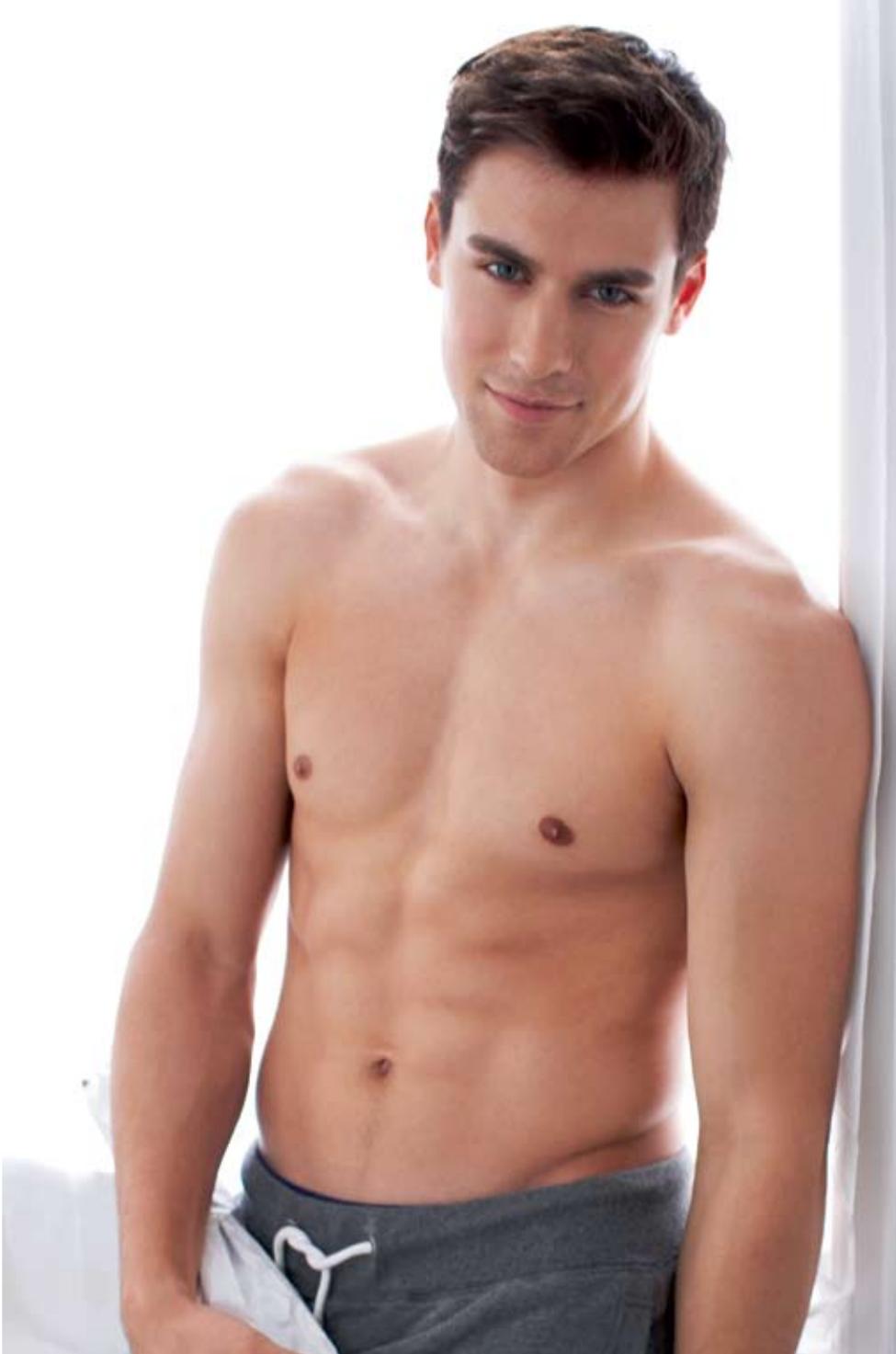


Great Guy Guide



What exactly do women want?

Be they soft-spoken or brash, clean-shaven or craggy, bad boys or best buddies, cowboys or corporate czars, alpha males or metro sexual—all guys stumble when it comes to knowing what exactly the fairer sex looks for! Here's the how-to guide for the guys that tells them what it takes to go from 'he's nice' to 'OH MY GOD!' ...

Fit Is Fab!

When we say fit, we don't mean bulky. What really works is a lean, muscular look. So get off that lazyboy and get working, hard!

Workout, workout, workout...

We needn't explain this. A great body is the best accessory. Nothing beats a hot, toned body as far as impressing the girls is concerned. It is absolutely essential to fit in some form of physical exercise in your routine. You could choose to join a gym, play a sport, or just go for a run everyday. And here you have the advantage over the ladies as men naturally have more muscle mass than women. Because of that your muscles acquire definition faster. And that's another reason why we refuse to sympathize with that tummy rebelling against your belt.

PRO-TIP

After work-outs, keep the germs away with Dettol Blue—soap for men who lead an active, healthy life!

Eat right and live light...

Besides working out, though, you are what you eat. So, know your carbs from your protein or your fat. Also, know how much of each to consume. Exchange the greasy grub for lighter, healthier options. You can easily survive on instant noodles and beer for the rest of your life, but then you will have to do it minus the ladies! Learn to cook and soon you'll have us eating right out of your hands.



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Good personal hygiene is the first step to making the right impression. Here are the things one must avoid at all cost if you don't want us to run away at the first close encounter.

Body Odour

Use a good soap that attacks the stink-causing germs and keeps them out all day. We recommend Dettol Man Blue for its fresh fragrance and long-lasting protection. Wear fresh, clean clothes and don't forget to get a good, long-lasting deodorant.

Bad Breath:

Brush twice a day (more often if you smoke) and avoid foods that cause your mouth to stink like a bin. It is a must if you hope to touch first base with the fairer sex.

Body Hair:

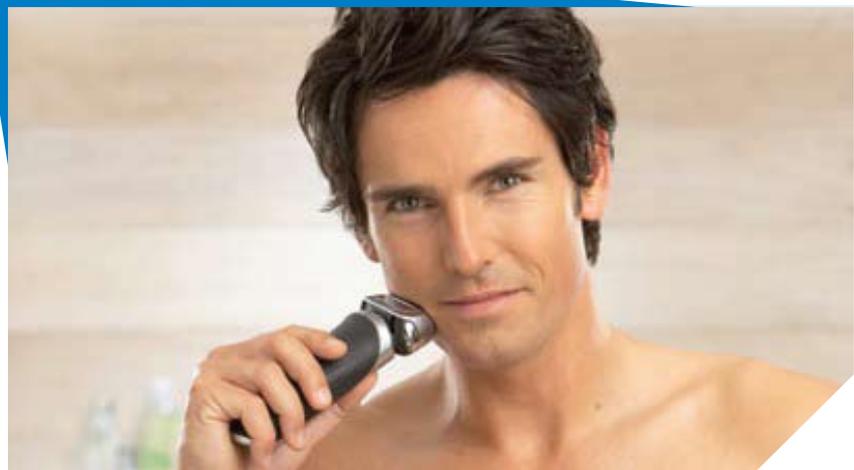
We like your stubble but not a forest growing all over your mug. So trim, shave, and shape wherever necessary.

Skin:

Moisturizers are not magical potions that'll immediately transform you into a girl. Use a moisturizer daily (preferably an unscented one) to keep your skin free of dry patches or cracks. Chapped lips and rough skin annoy us just as much as they put you off.

Hair & Nails:

It isn't enough to just get a groovy hair style. Your hair & scalp should be clean and dandruff-free. This lets us run our fingers lovingly through your hair without worrying about our nails picking up dirt on the way. And keep your nails clipped and clean at all times, so that you can do the same to us!



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well groomed is well loved!

Invest in a chic wardrobe-

Because really, there's no denying the fact that sharp dressers make the majority of those we consider eye-candy. So get some clothes. A robust collection of cool casuals with a healthy sprinkling of smart formals is what you must aim for. Your clothes need not be branded, high-street fare but a proper fit and neat cuts are essential.



Chances are you still wear that t-shirt you've had since standard 9, which now looks like a drowned water-colour painting. Perhaps you find nothing wrong with a wardrobe that looks like the shade-card for the colour blue! That's alright by us. But then don't look miserably confused when women fail to notice you. A well groomed guy is immensely more desirable than one whose appearance makes him look like a left-over from the Neanderthal times. If you want us to notice you, then take note of these pointers.

Shoes

A man is known by his shoes. It is absolutely essential to get the right shoes for every outfit. Invest in a good pair of formal leather shoes for special occasions besides your regular workout footwear. And don't forget the sandals to keep your feet cool on days when it's too hot to do anything but lounge around.



Accessories

When it comes to accessories, few men are able to get it right. It is either a case of glaringly over-the-top or blink-and-you-miss-me. Remember, the right accessories are essential to complete a look and add an edge to your outfits. Wallet, belt, ties, watch, glasses—invest in quality products and know which go best with what. Get that straight and you are all set to rock!

Advertisement for Dettol Cool Be soap featuring a bar of soap and a box of soap on a bed of ice.

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