

# The Shane Warne Effect: 7 in 10 women admit to giving their man a makeover

Submitted by: Grayling

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The Shane Warne effect: why women love their men – just not the way they are

Seven in ten women admit to giving their bloke a 'man-makeover' within weeks of meeting them, a study by male grooming experts Wilkinson Sword (<http://www.facebook.com/WilkinsonSwordMenUK>) revealed today.

The survey of 2,000 UK women revealed that Liz Hurley's transformation of fiancé Shane Warne has inspired them to give their own man a makeover, by subtly discouraging him from eating certain foods, wearing certain clothes and even growing facial hair. Instead, they encourage their partners to be well groomed, in shape and clean shaven.

Second only to changing the way he dresses (38%), a fresh, clean shaven face was the top grooming transformation with a quarter of women admitting to making their man shave more regularly and 13% making them get rid of their beard or moustache altogether.

A quarter of those questioned also said it had taken them just two weeks to start moulding their new partner in to their perfect man and one of the most important areas for a woman to change is his grooming habits. Changing his aftershave (20%), trimming their nose and ear hair (17%), plucking his eyebrows (16%), moisturising regularly (13%) and using whitening toothpaste (8%) are all on women's hit lists as they preen and perfect their partner.

The survey was commissioned by Wilkinson Sword, the official grooming partner of Movember (<http://uk.movember.com>), to encourage men to register at [movember.com](http://movember.com) and 'gro a mo' to raise awareness and money for men's health issues.

Jason Shankey, Wilkinson Sword's Grooming Expert said "Getting involved in Movember is the perfect way for men to claim back their masculinity and grow a manly moustache. I'm sure women can forgive a month of facial hair on their partner for such a good cause as men's health. And when December rolls around they can celebrate by shaving it all off to reveal the super smooth, clean shaven look they prefer"

"This research shows there is definitely a 'Shane Warne effect' sweeping through the country at the moment. The positive effect Liz Hurley has had on Shane Warne's overall appearance is remarkable and it seems women of the UK want to recreate similar results on their own men. I've seen a growing number of men asking me for shaving advice as their wives and girlfriends have requested they're clean shaven. My advice is always that, to get the best shave for your skin you need to consider the whole picture; don't forget pre and post shave preps to ensure your skin stays smooth and hydrated." Continued Jason.

The survey also found nearly a third of women felt they had their boyfriend or husband 'under their thumb', with 60% claiming they 'knew best' when it came to how their other half looked.

Of those surveyed, 40% felt it was a woman's job to 'makeover' their man and it appears they will

go to any length to achieve this with a third saying they do it subtly, another third being sneaky and the rest making it clear to their partner that changes needed to be made.

According to the survey by Wilkinson Sword, the top 10 things women change about their partner's appearance is:

1. The type of clothes he buys
2. Make him shave more often
3. Change his hairstyle
4. Make him trim his nose and ear hair
5. Change his footwear
6. Change his aftershave
7. Make him pluck his eyebrows
8. Improve his hygiene
9. Get rid of his beard/moustache
10. Cleanse and moisturise daily

-ENDS-

For further information please contact Jacquelyn Redpath or Emma Bailey at Grayling on 0207 025 7500 or email [beauty@grayling.com](mailto:beauty@grayling.com)

#### Notes to Editors

Wilkinson Sword is the official grooming partner for Movember.

Movember is a charity event held throughout November to raise money and awareness for men's health.

Known as 'mo bros', all participants register at the start of November with a clean shaven face, then grow and groom their moustaches throughout November, raising as much money and awareness about male health issues as possible.

For further information on Wilkinson Sword visit [www.facebook.com/WilkinsonSwordMenUK](http://www.facebook.com/WilkinsonSwordMenUK)

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