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GROOMING

THE BRIGHT STUFF

Dapper dudes are snapping up pricey potions to get their glow on

By DANA WOOD

WHILE it couldn't have been easy to divert attention from his bedazzled, Dior-clad wife, Priyanka Chopra, Nick Jonas still managed to capture plenty of eyeballs when he stepped onto the pink carpet at last month's Met Gala. Thanks to a slathering of Skyn Iceland beautifiers by his long-time groomer Marissa Machado, Jonas was literally beaming.

"That glow though," Machado Instagrammed, garnering a quick 1,000-plus likes.

Welcome to the Guy Glow-Up, an era in which dudes are on a quest for radiant, flawless — or at least fresher than usual — complexions. Other members of the new illuminati include Kit Harington, David Beckham and Sean Combs.

While Ruff might be a product-savvy outlier, even regular guys are paying more attention to their mugs, says New York City dermatologist Dr. Paul Jarrod Frank, who has seen an uptick in male patients looking to get their skin in shape for major life events like weddings. "They don't use the word 'glow,'" Frank notes. "They say they want to 'brighten' and to 'look rested.' They want to look vital and youthful. It's not about beauty, it's about being virile."

