

● Y CHANGE

Shedding an Ocker tradition

Sensitive Generation Y men are unlikely to buy a power tool or own a shed but they will indulge in beauty treatments, and some say they are undermining the reputation of Aussie blokes.

But the big softies, it seems, couldn't care less.

They're content with being named Australia's most sensitive generation, according to a new survey which found Gen Y guys are doing little to shake the tag.

The Gillette Sensitive Skin Survey results found all Gen Y guys' handiwork is done in front of the bathroom mirror.

One in four of them confessed to never dirtying their hands under the bonnet of a car, while only one in 10 regularly play footy with their mates.

And almost 60 per cent said they hadn't purchased a power tool in the past year.

No wonder 66 per cent are shed-less - they've nothing to put in them.

But one in five Gen Y men said they'd been waxed, while one in five had stopped by the salon to shape their eyebrows.

Another 7 per cent shad used concealer to hide a blemish and 15 per cent had had a facial.

Overall, 54 per cent revealed they'd had some form of beauty treatment, from pedicures and manicures to spray tans.

Nearly 70 per cent of respondents believe the image-conscious Gen Ys take almost as long as a woman to get ready, and 72 per cent said they needed to toughen up.

The survey, conducted nationally by Galaxy Research in July, quizzed 1251 men between the ages of 18-64 on male grooming habits.

SALE EXTEND