

Girls help skincare get blokey

Elizabeth Tilley
FASHION REPORTER

MORGAN Clarke is about as blokey as a typical Aussie bloke gets, but that did not stop him puckering up to some lip balm.

The rugged Woolloowin labourer was among 10 tradesmen who swapped their hammers and nails for pumice stone exfoliants and "industrial strength" moisturisers in an effort to try something other than soap on their skin.

Mr Clarke, 19, admits he has never used a cleanser, exfoliant or moisturiser in his life.

But for Bayside business partners Melinda Stevenson and Lisa Rose, creators of new men's skincare range Stella and Marco, he was ideal.

"He is our target market," Mrs Stevenson said.

"He had the challenge of oily skin, he doesn't use any products but soap and he's a tradesman.

"That's the niche market we've found that is very hard to crack because they just want to use soap."

The pair took their product-laden tool belts to a Fortitude Valley construction site in a bid to convince tradesmen that skincare is not just for girls and metrosexuals.

"My girlfriend's been trying to get me on to something, so I'm willing to give it a go," Mr Clarke said.

The idea to develop a skincare range for men came after Mrs Stevenson and Mrs Rose noticed their husbands, both tradesmen, wanted something industrial to wash their faces with.

The range includes a cleanser, moisturiser, exfoliant and lip balm in masculine stainless steel packaging.

Stella and Marco is available online and in selected pharmacies.



STELLAR start ... tradesman Morgan Clarke lets Stella and Marco's Melinda Stevenson apply some moisturiser. Picture: Liam Kidston

Bag poss

No rush to f

Brian Williams
ENVIRONMENT REPORTER

QUEENSLAND supports the phasing out of plastic bags but will not follow South Australia's lead and ban them immediately.

South Australian Premier Mike Rann announced on Sunday his state will soon ban retail shopping bags, following a decision expected next month when all state and federal environment ministers meet to discuss a national approach.

Sustainability Minister Andrew Forrest said McNamara declined to be interviewed but said the phase-out had been an ongoing state ministers for years. "It's pleasing to see there is now strong federal support for the proposal," he said. "I will be keen to see an agreed national approach."

The SA ban will exclude household packaging bags and plastic food wrap.

The Plastics and Chemicals Industry Association has been pushing the idea that a ban is mostly an over-reaction, as that bag use is dropping radically, mainly through work by supermarket chains.

A Clean Up Australia survey found plastic bags make up just 2 per cent of rubbish collected. But Clean Up spokesman Ian Kiernan said that, even if bags were high on waste lists, they had to go.

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