

Today, fashion and beauty products are usually associated with women. The muscular and fit male athlete was the ideal of elegance. Roman men even had some bizarre beauty practices of their own, such as the habit of bathing in crocodile water to improve their skin. However, there are signs that masculine concern for appearance is making a return, as more men are joining gyms and opting to use skin care products than ever before. Men in ancient Greece, Egypt, and Rome wore make-up on their faces and nails.