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About the Synovate global male beauty survey

This In:fact survey looked at male beauty and covered nearly 10,000 respondents in 12 markets around the world – Australia, Brazil, Canada, China, France, Greece, Malaysia, Russia, South Africa, Spain, the United Kingdom (UK) and the United States of America (US). The study was conducted in October 2008 using online, telephone and face-to-face methodologies.