

# ***CHRISTMAS IS USELESS, SAY MAJORITY OF MEN***

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Men Are Useless, the subscription service which delivers a monthly letter-boxed sized, high-quality toiletries pack, found that one in three leaves the presents in their original packaging and re-gifts them to friends and family throughout the year.

Of the hundreds questioned in the male attitudes to Christmas survey, 58 per cent feel they're bottom of the pile when it comes to receiving inspirational and useful gifts, while 64 per cent believe they put more thought into buying for a partner than vice versa.

Some of the useless and uninspired presents mentioned by the survey's respondents included identical presents to the year before, string, throwaway ball point pens, sandpaper and a bird cage.

Paul Johnson, Men Are Useless founder, said: Men are notoriously difficult to buy for and that's one of the reasons we created Men Are Useless. Our letter-boxed sized monthly subscription package covers all a man's toiletry needs and offers a unique, practical and fun gift. It's also a way for women to stop theft of their own bathroom products and get a man a gift he might actually use!

Packs start from £9.99 per month (including delivery), contain everything from shower gel and shampoo through to razors and shave gel and can be bought as gift subscriptions.

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More details of the service at [www.menareuseless.com](http://www.menareuseless.com)

The survey, conducted in late November, 2010, questioned 400 men via Survey Monkey.

A 2007 report from the market research firm Mintel found that between 2002 and 2006 the male grooming market in the UK tripled in value to an estimated worth of £781m, and sales of men's body lotions, body toning gels, depilatories and suncare products increased by 77% over the same period.