



STAY THIRSTY, *my friends* *how to* **be the MOST INTERESTING MAN in the WORLD**

IN THE MODERN WORLD, THERE ARE TWO KINDS OF MEN: INTERESTING ONES, AND THE OTHERS. HERE'S HOW TO BE THE FORMER, DOS EQUIS STYLE...

BROUGHT TO YOU WITH



From the man

Who is the Dos Equis man? What makes him the most interesting man in the world? He is the life of parties he's never attended. His mother has a tattoo that reads "son". People hang on his every word – even the prepositions. He can speak French – in Russian. His organ donation card also lists his beard. He's a lover, not a fighter (but he's also a fighter, so don't get any ideas). He lives vicariously, through himself. And he doesn't always drink beer, but when he does, he drinks Dos Equis.

Worldly facts

An interesting man knows more than anyone. He knows, for example, how to insult people in their native tongue (see right). He also knows that the capital of Greenland is Nuuk, and that the governor of Upper Canada was bitten by his rabid pet fox and died in 1819, delaying the creation of the nation of Canada by half a century. To the untrained eye, he has no reason to know any of this information – but you can bet that one day he'll make love to a Greenlander model studying to be a vet in Vancouver.

T'es aussi utile qu'un frein à main sure un canoë.

CANNES, FRANCE
TRANSLATION: YOU'RE AS USEFUL AS A HANDBRAKE ON A CANOE

Ty gatgamie cmentarrmy!

WARSAW, POLAND
TRANSLATION: YOU PIECE OF GEMETRY CLOTHES!

FHM PROMO

Skills

Some men can build kitchen cabinets; others know how to clear a blocked drain. We call them "employees". An interesting man knows how to:

ARM WRESTLE: There's no more conclusive way to assert your superiority over an inferior member of the species. Step one: Build up one freakishly muscular arm, Rafael Nadal style. Step 2: Watch Stallone's *Over The Top* for tips on technique. Step 3: Bathe in adulation.

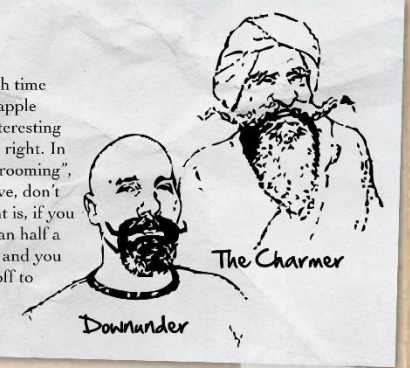
FISH: Any man can drop a line into the water; an interesting man hears the word "fish" and imagines fighting great whites in aquatic cage fighting tournaments. And winning. Comfortably.

BLOW DARTS: An interesting man possesses skills no other man has even considered mastering, just because he can.



Grooming

"Those who spend too much time shaving below the Adam's apple have too much time," an interesting man once said. And he was right. In fact, if you use the word "grooming", you're doing it wrong. Shave, don't shave – whatever. The point is, if you think about it for longer than half a second, you've already lost and you may as well pack yourself off to the salon for a mani/pedi.



Beer facts

An interesting man knows beer. He knows that beer is 10,000 years older than Jesus Christ – and far more delicious. He knows that two billion hectolitres of beer are produced globally every year (and he can spell "hectolitres"). He knows that a person who collects

beer bottles is called a "labeophile" – and that person is also someone you should not be friends with. And he knows that Dos Equis was founded in 1884 and is the finest, most flavoursome, most interesting beer to ever emerge from Mexico. STAY THIRSTY, *my friends*.



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