



It's so hard to keep up with the latest trends




You get a little older, and suddenly you feel out of touch with all the cool, new stuff the kids are doing these days. Like anal bleaching! It's apparently all the rage, at least according to this ad, which is part of a very gay series of ads from the very gay New York City spa Face to Face NYC. [Other ads in the series are even more NSFW](#), featuring lots of group nudity and other provocations. It's almost like they're selling something other than skin-care treatments! The ads have appeared in *HX*, *Next*, *Genre* and *Time Out New York*. The press materials describe the campaign as "raunchy, yet classy," which sounds about half right.

—Posted by Tim Nudd



February 3, 2009 in [Face to Face NYC](#), [Nudd](#), [Spas](#) | [Permalink](#)

Comments

 You can follow this conversation by subscribing to the [comment feed](#) for this post.

I love face to face nyc! I go there all of the time and absolutely prefer their Boot Camp Facial. Totally raunchy ads but if it gets people in the door, it's an effective campaign.

Posted by: [Marie](#) | Feb 3, 2009 4:09:41 PM

I love face to face nyc! I go there all of the time and absolutely prefer their Boot Camp Facial. Totally raunchy ads but if it gets people in the door, it's an effective campaign.

Posted by: [Marie](#) | Feb 3, 2009 4:09:42 PM

I just like that the spa is called face to face and the service is anal bleaching. classy.

Posted by: [Adam](#) | Feb 3, 2009 5:26:33 PM

I have been informed and entertained.

Posted by: [Rebecca Cullers](#) | Feb 3, 2009 5:55:26 PM

If it sells, it works. Obviously they're attracting a certain gay demographic - in this ad - with a tone they'd relate to and appreciate. It's taboo in many societies and well, if the spa is public about it then that would draw the right numbers in. Makes sense. Funny too...

As for being the latest rage; no thanks :-)

Posted by: [Gino Cosme](#) | Feb 4, 2009 6:16:47 AM

I have been to face 2 face and its very classy and professional at all times.

Posted by: [James](#) | Feb 4, 2009 9:06:52 AM



Get Verizon High Speed Internet
More Speed. Better Value.

VERIZON HIGH SPEED INTERNET
\$17.99
A MONTH, WITH
2-YEAR AGREEMENT

GUARANTEED TO NEVER GO UP

ve
Get It To



Face to Face NYC spa print campaign

Fresh, healthy-looking skin makes the man!

20 W 20th St. Suite 603, NY, NY 212-633-0404 www.facetofacenyc.com

Most requested treatments:

Y-Chromosome Facial	Crackdown
Uptown Peel	Marble Sac with Shaft
Massage Without Borders	Anal Bleaching
	Scrub 'n' Glow...

Free tequila shots every Friday!

face to face nyc
spa

Google Search

BRANDFREAK .com



“Fresh, healthy-looking skin is hot!”

face to face nyc day spa

*“Best Gay-Owned Spas in the U.S.”
— THE OUT TRAVELER*

enrique: skin care specialist

20 west 20th street
ste. 603
212.633.0404

www.facetofacenyc.com



“Anal bleaching is all the rage!”

face to face nyc day spa

enrique: skin care specialist

20 west 20th street
ste. 603
new york, ny 10011
212.633.0404

www.facetofacenyc.com





Comments

Post a comment

Name:

Remember personal info?

URL:

Comments:

Post

The opinions expressed in comments are those of the individual poster. They do not necessarily reflect the views of Adweek or Nielsen Business Media. Comments of a promotional nature or comments that are otherwise inappropriate may be removed.