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'Raunchy, Yet Classy' | Many thanks to *AdWeek's* AdFreak blog for directing our attention to this new advertising campaign for Face to Face NYC, a day spa on West 20th Street. This ad here is one of a handful the company is now running in publications like *HX*, *Genre*, and *Time Out New York*. Face to Face describes the campaign as "raunchy, yet classy." (By the same logic, anal bleaching may be "all the rage," or just really popular with muscular "[knot experts](#)" named Sandor—you decide.) But you do have to give the spa some credit for not, er, beating around the bush. [[AdFreak](#)]

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