



MAN UP

ATTRACT A *VARIETY* OF MALE CLIENTS, AND CONVERT THEM INTO LOYAL SPA-GOERS.

By Carrie Borzillo

MEN REMAIN IN THE MINORITY OF DAY SPA CLIENTS, yet they spend more, according to a recent spa industry trend report. Plus, they're steadily proving more loyal than their female counterparts. So, it continues to behoove spa owners to court and win over the male of the species. But how?

It's not enough for spa owners to slap the word "man" onto a treatment description and call it a day. As industry consultant Nancy Trent, president of Trent & Co., Inc. (www.trentandcompany.com), puts

it, "A man's spa service isn't everything you'd give a woman, painted blue. You have to figure out exactly what types of men are coming into your spa, and then cater to their specific needs."

"The further you define the 'who,' the more precise you can be with your message, and the media, to get it across," says Barry Nicholson, co-owner of the Ultimate Spa Marketing System (www.spamarketingsystem.com).

A true understanding of your target male clientele



is a vital first step in revving up male-generated revenue. “Have first-timers fill out a questionnaire to learn about who these clients are, but also look out your door to see which types of guys populate your neighborhood,” suggests Trent. A trial-and-error method has its benefits too. “Try floating different offers to see who responds,” she adds.

Once you have a clear understanding of your male market, use that knowledge to develop a shrewd marketing strategy. Target the athlete through the

neighborhood gym or local sports radio show, reach the executive via the financial papers and entice the hipster by using the hottest online search engines.

We’ve picked the brains of several spa owners and consultants around the country who have succeeded in drawing a wide range of men into the spa. Let’s take a look at a few common male prototypes, as well as the successful game plans that will turn these guys into loyal, enthusiastic spa-goers.

THE BUSINESS PROFESSIONAL



Profile: *The executive, especially the traveling CEO, is the leader of the male spa-going pack, say experts. He could be as young as 35, but generally skews closer to between 40 and 60 years old, and earns more than \$100,000 annually. He generally works in finance or big business, or runs his own company.*

THE BUSINESS PROFESSIONAL IS FAMILIAR WITH SPAS. He knows what he wants, expects quality service and has a cut-to-the-chase attitude. Experts say that a good helping of the basics, performed in a simple, gracious fashion, is the way to please this man. And mini-services present a perfect approach to meeting his needs.

"The traveling executive seeks a straightforward service such as a 25-minute massage or facial because he's on the go," says Shannon Mariani, manager of Las Vegas' Vdara Salon & Spa (www.vdara.com). "It's easy to tweak our menu to incorporate these options."

V Spa (www.vspadallas.com), situated in the Hilton Anatole Hotel in Dallas, places a "tapas menu" in guest rooms advertising the spa's express facials, massages, neck rubs and chair services. "It's ideal for the traveling businessman who fits in spa time between meetings," says manager Sarah Long.

Market to the Business Professional

with simple treatment names (i.e., Gentleman's Facial), and promote your services at all his usual haunts. "We've targeted fine men's clothing stores, professional associations, business events and cigar shops, to name a few venues," says Denise Dubois, owner of Complexions Spa for Beauty and Wellness (www.complexions.com) in Albany, New York.

Special events, such as Complexions' Men's Spa Night, and Bellagio's A Shave and a Hennessy evening for Father's Day, are effective ways to reach out and wrangle new customers as well. Enrique Ramirez, owner of Face to Face New York (www.facetofacenyc.com) in New York City, has had success teaming with Lord & Taylor for the department store's annual Guys' Night Out promotion. (The spa offers complimentary chair massages at the seasonal event.) Ramirez also relies on visibility through popular websites such as www.Nymag.com and www.Yelp.com to attract the busy executive.

WHEELER AND DEALER PLEASERS

THESE CLASSIC TREATMENTS TOP EXECUTIVES' WISHLISTS.

The Gentleman's Facial (50 min./\$95) at Dallas V Spa, which focuses less on relaxation and more on the practical purpose of quelling razor burn, garners a loyal following, as does Weary Feet (25 min./\$50), a remedying massage for the man who spends all day standing and schmoozing.

Executive men at Las Vegas' Vdara Salon & Spa often opt for the basic Deep Tissue Massage (50 min./\$150). To address the common male woe of back acne, Las Vegas' Spa & Salon Bellagio (www.bellagio.com/spasalon) performs plenty of Essential Back Facials (50 min./\$160). And for the man who prefers an old-fashioned ritual, there's the Bellagio Royal Shave (45 min./\$60).

The exec who spends thousands of dollars on a suit is more inclined than othersto invest in various forms of grooming, as well as a simple manicure (to ensure his hands' appearance matches his admirably firm shake). "We perform plenty of brow and nose grooming, and back waxing for executive gentlemen who are secure with themselves and can acknowledge that these areas



A Royal Shave at Las Vegas' Spa & Salon Bellagio

THE HIPSTER



Profile: *The trendy hipster knows his Prada from his Gucci. He's the metrosexual, the übersexual, the metropolitan fashionista—and often, the design professional. Creative and between 25 and 40 years old, the hipster knows the hottest clubs, restaurants and bars—and he has disposable income.*

COURTING THE COOL GUY

PIQUE HIS INNATE SENSE OF STYLE WHEN SUGGESTING SERVICES.

"Our target male clients are young and hip, and they get a kick out of how we title our treatments," says Ramirez of Face to Face New York, whose edgily named, XY-gearred services include a body hair trimming treatment called The Dirty Hairy Cut (one area costs \$25, full body is \$100), a tanning service titled The George Hamilton (60 min./\$100), and the Y-Chromosome Facial (80 min./\$170).



A men's treatment at Face to Face New York

IF "TRENDY HIPSTER" DESCRIBES THE GUY YOUR BUSINESS SEEKS TO ATTRACT, you can have a bit more fun designing, naming and promoting treatments and events. This man is impressed by the latest beauty and spa trends, and may be more apt than his corporate brother to spend hundreds on the latest diamond facial.

"He's the metropolitan trendsetter who will brag to his friends about dropping \$400 on a FotoFacial Rx treatment at your spa," Nicholson asserts. A simple Gentleman's Facial may not grab him, but something like the cleverly titled Betty Ford Treatment (135 min./\$300) at Face to Face New York likely would. The menu's descriptive language also caters to the hipster's fast-paced social life: *One too many cocktails? Bloated? Pooped out at parties? This 12-step program is designed*

to energize and detoxify your body.

"It's important that the written descriptions of male services spell out why it's perfect for a man," Ramirez adds. For instance, the Y-Chromosome is touted on the menu as a facial that's: *dedicated to the hippest guys in town! Oversees guy-related concerns such as ingrown hairs, razor burn and stubborn debris from lack of at-home skin maintenance.*

"If you name and describe it right, half your work is done for you," Ramirez says. Getting to this trendy guy is easy: Partner with the hottest clubs (gay and straight), restaurants and lounges for joint events where you can set up chair massage or express service stations. You can also place gift certificates in goody bags at hot parties in town. "We get a lot of use out of being on the right websites for each guy," Ramirez says.

THE RELATIONSHIP GUY



Profile: *This man is committed—either married with kids or in a serious relationship—and typically gets dragged to the spa, usually while on vacation, but also from home. He's in his 30s or 40s and is a first-time guest; so, he's not necessarily comfortable in a spa environment.*

ROPING IN MR. RIGHT

THE LATEST TREATMENT TREND FOR ATTACHED MALES? "FOR HIM" WEDDING PACKAGES AND PARTIES.

"We missed an opportunity by overlooking men last wedding season," Vdara's Mariani says. "We've done plenty of bridal packages for women, but never grooms' and grooms men's deals. So this year's deal might include a simple man's haircut, a manicure and a 50-minute deep tissue massage and/or facial. We've found that these men seek straightforward, results-driven treatments."

Bellagio offers "grooming" packages to accompany their bridal services, including a Groom's Royal Shave (45 min./\$60) and simple grooming procedures for brow, nose and ear. Face to Face New York enjoyed a huge promotional boost from *New York Magazine's* 2010 bridal issue when editors included the facility's specialized male services in its "Groom-Ing" column. "The targeted press really worked well for us; that's how a lot of attached men found out about our spa," Ramirez says.

INDUSTRY EXPERTS SAY THERE'S AN INCREASING NUMBER OF RELATIONSHIP GUYS being taken to the spa by spouses, partners and girlfriends. "We've found a burgeoning trend in couples facials, not just massages—which is great, because the more we can offer in a couples suite, the more we sell," Vdara's Mariani says. "It's ideal for the first-time guy because he's often more comfortable in a room with his girl than alone with an esthetician."

Face to Face New York's Ramirez has noticed an uptick in women encouraging their significant others to frequent the spa for waxing purposes—whether for their brows or nether regions. "We see more

women with the attitude, 'If I have to wax, you have to wax,'" Ramirez says. "So we've had success promoting more below-the-belt waxing for male clients."

One strong campaign targeting Relationship Guy is Vdara's "Dads and Grads" promotion. Held throughout June, male services, such as haircuts and summer facials, are offered at a discount.

Another way to sell directly to Relationship Guy is to draw him in when he calls or visits the spa to purchase a gift certificate for Christmas, Valentine's Day or Mother's Day. "When he calls for that gift card, ask if he'd like to book a sports facial, or offer him a free foot soak if he comes in for a massage," Trent suggests.

MAN POWER

The following manufacturers offer dedicated personal care lines for male clients. For more on the latest men's products, see "Thick-Skinned," page 92.

Aveda, 800.644.4831, www.aveda.com

Clarisonic, 888.5.CLARISONIC, www.clarisonic.com

Cuccio Naturalé, 800.762.6245, www.cuccio.com

Dermalogica, 800.831.5150, www.dermalogica.com

GlyMed Plus, 801.798.0390, www.glymedplus.com

G.M. Collin, 800.341.1531, www.gmcollin.com

Guinot, 800.523.1030, www.guinotusa.com

Matis Paris, 866.468.4254, www.matis-paris.fr

Murad, 888.996.8723, www.murad.com

Pevonia Botanica, 800.PEVONIA,

www.pevonia.com

Phytomer, 800.227.8051, www.phytomerusa.com

RAW by Rhonda Allison, 866.313.SKIN,

www.rhondaallison.com

Skin Blends, 877.754.6253, www.skinblends.com

Sothys, 800.325.0503, www.sothys-usa.com

Universal Companies, 800.558.5571,

www.universalcompanies.com

Woody's Quality Grooming from American

International Industries, 800.635.8966,

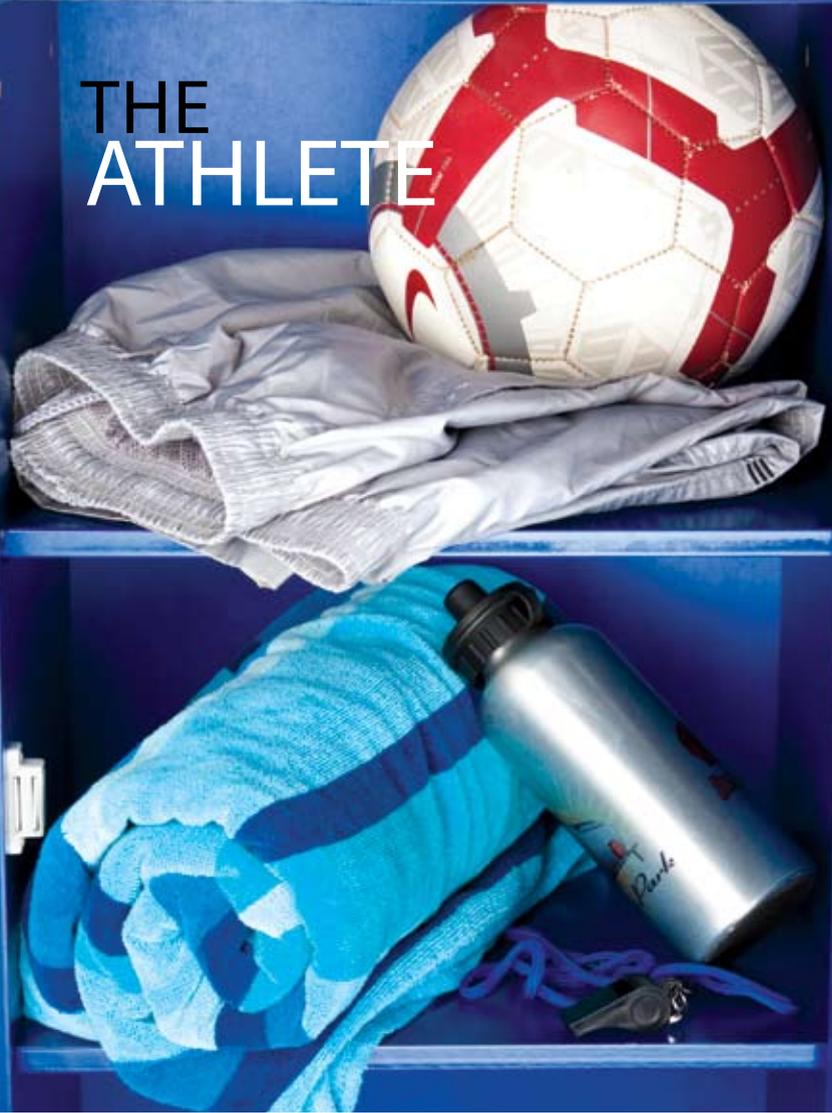
www.aiibeauty.com

Yon-Ka, 800.533.6276, www.yonkausa.com

Yum Gourmet Skincare, 877.YUMLINE,

www.yumskincare.com

THE ATHLETE



Profile: *This sporty guy is heavily invested in fitness and health. In his 30s or 40s, he hits the gym regularly, maintains an active lifestyle, eats well and enjoys taking care of himself.*

SPORTY SERVICES

JOCK-FRIENDLY FLAIR GOES A LONG WAY.

Consultant Nancy Trent suggests including phrases such as “tennis elbow,” “shin splints” and “golf swing” in descriptions of massages. She adds that owners may even want to rename some treatments, “because athletes may not know what Swedish massage even means.”

Vdara’s Fitness Cleanse for Men (60 min./\$145) fits this bill. “Sports guys like it because fitness is part of the name. But it’s really about getting your skin fit. This is a results-driven treatment, and men appreciate that,” Marian says. When choosing the products to use in men’s facials and massages, avoid the more feminine, floral scents for oils, hot towels and moisturizers. “Instead, go for cleaner, fresher scents, such as citrus,” Trent advises.

CALL HIM WHAT YOU LIKE—JOCK, FITNESS FANATIC, OR HEALTH NUT—this man is all about his game, and that includes looking and feeling good. He’s the ideal target to help boost your spa’s bottom line. “He works out a lot, and his muscles are often sore. He may even get a massage more than once a week, which bodes well for selling serial treatment packages and spa memberships,” Ramirez says.

The service most often requested by sporty men at Face to Face New York is Massage Without Borders (100 min./\$200), which combines deep-tissue work, muscle stretching and a foot massage to rebuild heels and metatarsals. Its menu description—“a good treatment to combine with your personal training”—drives home the fitness angle.

Marketing to this group is a no-brainer: Team with local gyms, men’s health clubs, karate studios or tennis clubs for cross-promotions; perform chair massages at local sporting events; work with your local professional sports teams to devise “Men’s

Spa Day” events; and advertise in local sports publications and radio shows.

Nicholson also suggests taking out Facebook advertising space to target a wide variety of sports fans. “You could use a different ad for golf enthusiasts than you would for tennis buffs,” he adds. “Same goes for those who ‘like’ bodybuilding versus running, biking versus swimming, etc. But, it’s not enough just to ‘get the click.’ If you’re running an ad for male tennis players, make sure the first thing they see when they click on your ad is your ‘Tennis Elbow Relief Miracle,’ and not just a general statement about your spa.

Complexions has had success with its annual Father’s Day at Belmont Race Track event, where they open a “spa” at the track and offer hot shaves, chair massages and hair trims. “Bringing the jockeys and other sports figures in has been tremendously fun and beneficial for us,” Dubois says. “Having male sports figures in that setting sends the message: ‘Hey guys, it’s OK to go to the spa.’”



A sports fan gets a close shave at Complexions’ Father’s Day at Belmont Race Track event.

[Man Up!]

Which type of guy unwinds at your spa?
Take our poll at www.dayspamagazine.com

MAN CAVES

NO MATTER WHICH PROTOTYPES FREQUENT YOUR SPA, YOU HAVE TO CONSIDER WHETHER YOUR FACILITY IS MAN-FRIENDLY ENOUGH TO LOOK LIKE HOME TO THEM.



Complexions' barber area

Most first-time male guests are a bit wary of the spa with its soft lighting and soothing sounds. So when you do capture that all-important male client, it's key to ensure that this experience is anything but threatening.

"Our male locker room is set up completely differently from the women's," says Shannon Mariani, manager of Spa & Salon Vdara (www.vdara.com) in Las Vegas. "The ladies' side features dimmed lights, lit candles and soft music. The men's has the lights turned up and SportsCenter on the lounge TV."

Other masculine touches include simple, unscented products in Vdara's wash area and showers, and club chairs rather than couches in the relaxation area. "Men don't want to lounge on a couch with other men in robes, so we angle a chair toward the TV set. It's a big draw."

Complexions Spa for Beauty and Wellness (www.complexions.com) in Albany, New York, recently added a separate entrance for male clients. Now they can immediately hit the XY-friendly area without encountering the women's side. "Having a 'just for him' space makes men more comfortable with the spa," owner Denise Dubois says.

Consultant Nancy Trent, president of Trent & Co. Inc. (www.trentandcompany.com) suggests that along with the sports channel, owners broadcast a business wire with stock market updates. "The key is to make men feel like this is a place for them too, because once guys are hooked, they can be your most loyal customers." ●



Vdara's relaxation lounge

Carrie Borzillo is a Los Angeles-based freelance journalist and author.