

TAKING ROOT

SPRUCE UP YOUR LOOK WITH A TRIP TO OAK, OR FRESHEN YOUR FACE AND HANDS AT ONE OF NYC'S TWO MEN-ONLY SPAS. — DAN ALLEN



ing anal bleaching, the racy ads for which landed owner Enrique Ramirez a place on the *Howard Stern Show* last December.

"A lot of guys still don't know how to take care of their skin, so when they come in they have all kinds of concerns," says Ramirez. "[Our] Boot Camp, Y Chromosome and Glow Zone [treatments] are very comprehensive, especially for men who don't have a good skin-care regimen." To be fair, Ramirez says he's noticed a change in how men are paying attention to their skin. "It's definitely getting better, especially with my regular clients," he says. "I educate them, and then they follow up with good home care. It makes it a lot easier when they come back for their follow-up treatment. We don't have to do so many extractions; we don't have to do all that microdermabrasion."

Ramirez hopes to begin laser treatments at Face to Face this summer, and ideally wants to move to a larger location in the next year or so — almost certainly in the Chelsea/Flatiron area, where he says 90 percent of his current clients live. Meanwhile, watch for more of the spa's sexy ads (by photographer Jon Moe) that have been catching eyes around town. "I think that we're known for our edginess," says Ramirez. "So I think from now on the images that we take are always going to be that sort of in-your-face, fashion-forward style, because no other spa has really ever done that before."

FACE TO FACE NYC

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In the two short years since its inception, East Chelsea's Face to Face NYC has become the one of the most exciting new gay-centric spas in the city, earning itself a host of both local and national accolades in the process. The focus here (not surprisingly, given its name) is on the face. But the salon also offers massages, waxes and other body treatments — includ-