

Pioneering New York Men's Day Spa Founder Enrique Ramírez Brings face to face NYC to Los Angeles After 20 Years

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Enrique Ramírez, the visionary founder of the renowned men's day spa, face to face nyc, was born in Mexico's Perla Tapatia and raised in Chicago. He has dedicated his career to advancing wellness and skincare, honing his expertise as an aesthetic care specialist at the prestigious Swedish Institute and Christine Valmy School of Esthetics. In 2004, Ramírez established face to face nyc in New York City's Flatiron district, creating a vital niche by offering top-quality services primarily for men while welcoming anyone who wishes to indulge in self-pampering.

Ramírez is known for his innovative spirit and commitment to challenging beauty stereotypes. face to face nyc has gained a loyal following due to its unparalleled personalized attention and the welcoming and relaxed atmosphere it cultivates. Ramírez firmly believes in the transformative power of spa treatments, emphasizing their ability to add years to one's life, lower blood pressure, and improve self-confidence and self-esteem.

In celebration of its 19th anniversary, face to face nyc expanded its reach by opening a new spa location in Los Angeles. This expansion reflects Ramírez's commitment to providing exceptional care, embracing diversity, and creating a welcoming space for individuals seeking rejuvenation and wellness.

Ramírez's dedication to advancing the men's wellness and self-care industry has positioned face to face nyc as a pioneering force for nearly two decades. By breaking gender stereotypes and redefining self-care for men, the spa has challenged conventional notions of experience.

The modern spa experience offered by face to face nyc has resonated with men, leading to a significant increase in male spa visits. Statistics show that men have increased their visits to spas by nearly 30%, with 49% of users seeking offerings that cater to and nurture their wellness needs.



Responding to years of requests to expand to the West Coast, Ramirez has brought the face to face nyc brand to Los Angeles. The new location continues to cater primarily to male clientele, providing ultra-personalized services for all

those who wish to indulge in self-pampering.

Ramirez's commitment to advancing the men's wellness industry is evident in the welcoming environment of the West Hollywood day spa. In addition to offering in-home services that incorporate the latest trends and techniques, the spa introduces cutting-edge shockwave therapy for men experiencing mild to moderate erectile dysfunction. Furthermore, the Skin Classic machine provides an affordable non-laser option to address various skin imperfections, including skin tags, broken capillaries, moles, sunspots, milia, and enlarged pores.

Ramirez's contributions to the massage therapy profession have been recognized by the American Massage Therapy Association (AMTA), honoring his outstanding achievements spanning over 25 years. This prestigious recognition reflects Ramirez's unwavering commitment to the industry and his significant contributions to massage therapy. As a gay Mexican-American man and business owner, Ramirez takes great pride in this achievement, considering the challenges faced by the Mexican and LGBTQ+ communities in the United States. He sees this recognition as a testament to their resilience and progress and hopes to inspire others by showcasing the importance of representation and diversity in the industry.

Enrique Ramirez's journey as the visionary founder of face to face nyc exemplifies his commitment to the massage therapy profession, exceptional client care, and advocacy for diversity and representation. His recognition by the AMTA and the expansion of his spa to Los Angeles further solidify his position as a leader in the men's spa industry. Ramirez's personal experiences as a gay man and a Latino have shaped his commitment to supporting his community and promoting diversity in his industry. Through his spa and his own example, he continues to inspire others and demonstrate the significance of representation and inclusivity in the wellness and self-care field.