

## FACE TO FACE WITH ENRIQUE RAMÍREZ

Born in Mexico, and raised in Chicago, Enrique Ramírez has built a career as a skincare and massage expert. This handsome caballero graduated the prestigious Swedish Institute and the Christine Valmy School of Esthetics, Ramírez is renowned by clients for a friendly, professional demeanor, a natural, intuitive touch and the utmost precision.

Ramírez opened face to face nyc in New York City's Flatiron district in 2004. Offering a cozy, relaxed atmosphere and a wide range of skincare, massage and beauty services. The salon has build a loyal following since it's grand opening due to the unmatched personal attention given to each client. They even send hand written cards to thank their clients for their business. If you think that is impressive you should see his website. The amount of services, products and detailed information posted on his site, makes people book an appointment instantly.

Signature face to face nyc services include Forget Me Knots, a combination back, foot and face indulgence of massage, scrub, reflexology, paraffin treatments and glow zone facial; the Boot Camp Facial, designed especially to cleanse the pores of urbanites; the George Hamilton, an essential body scrub/sunless tanning treatment and head to toe sugaring and waxing treatments for men and women. They even have anal bleaching which isn't bleach at all. It's a nice fruit acid peel that will even out the skin color and tighten up any lose corners.

His resume got quite impressive but I wanted to get deeper then a microdermabrasion treatment with Ramírez. I wanted to know who how life was before becoming a 'pore star'.

**Q. Who was an important or inspirational person that had a strong influence on you?**

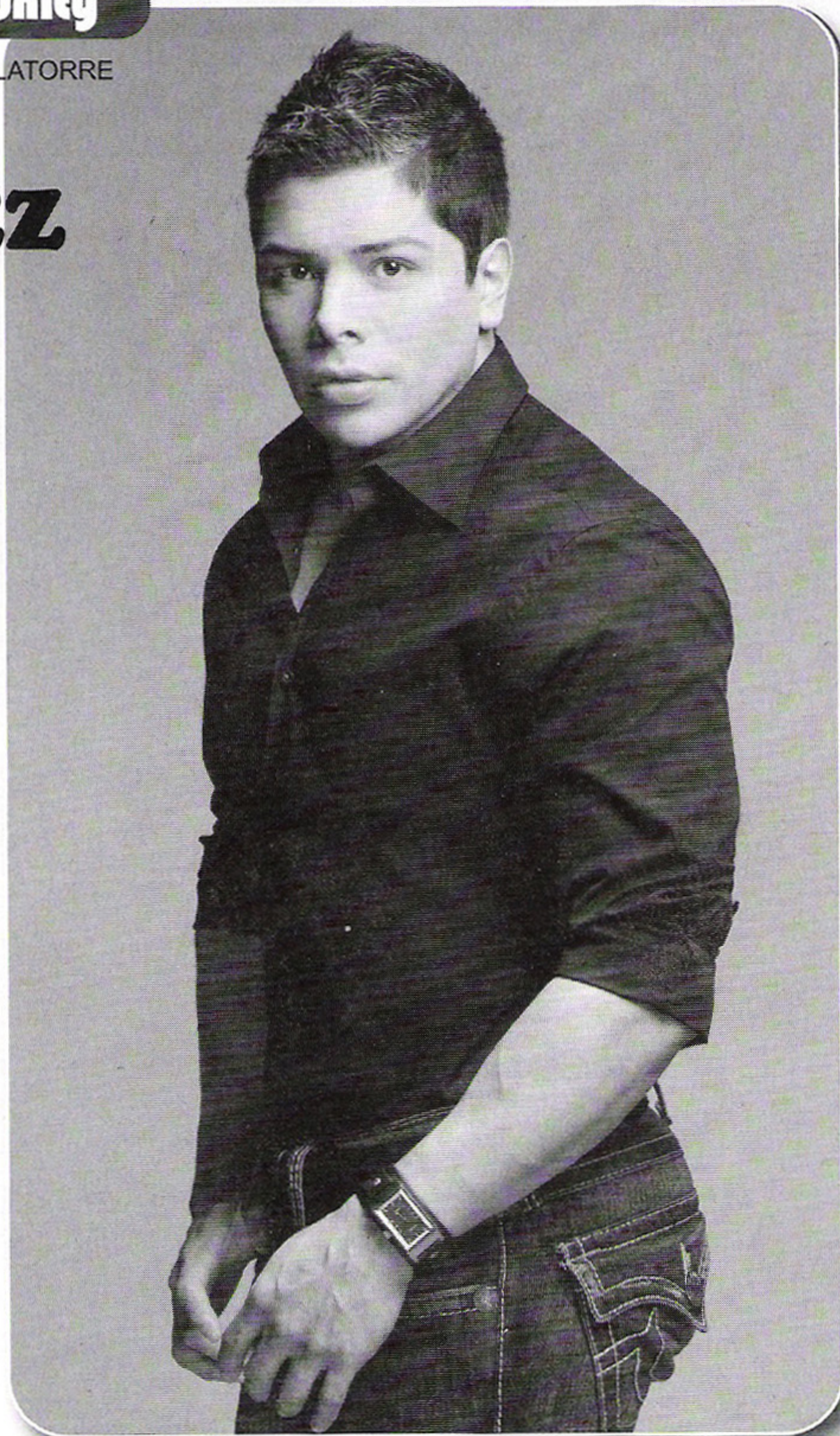
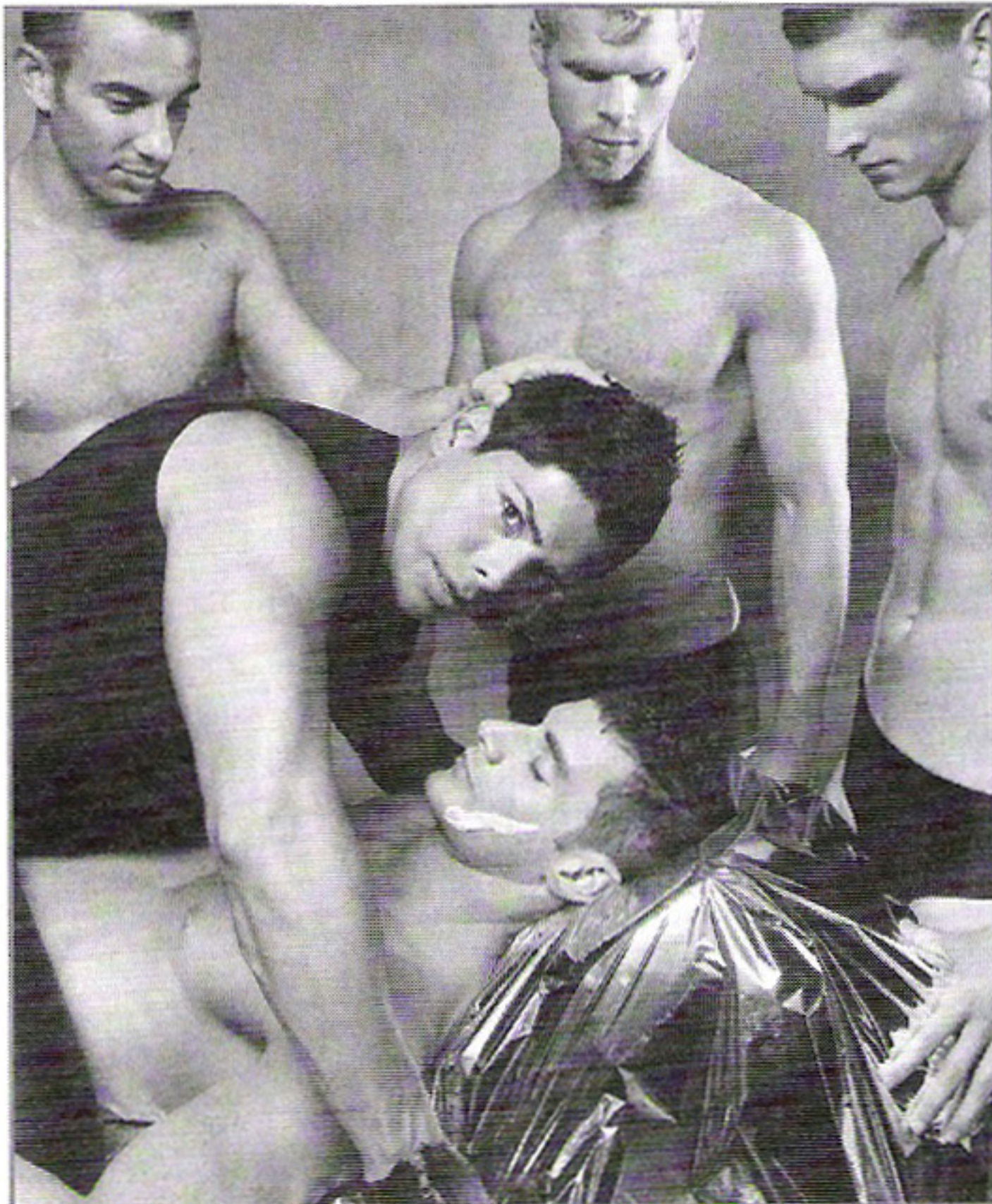
A. I've always been attracted to strong women such as my mom. If she raised 10 kids on her own, held a full time job, with no English, and poor education then what gives?

**Q. What lead you to want to get into the field you are in?**

A. I used to assist a wonderful female dermatologist back in Chicago and that's where I became interested in skin care but, it didn't happen until about 10 years later that I enrolled in my local beauty school for esthetics and that was the beginning of my 'pore star' career.

**Q. What was an obstacle that you remember getting in the way of your dream?**

A. You'll take this as a surprise but, the spa industry is a female dominated field which made a huge challenge for me to breakthrough as an openly gay man. Many spa owners believe that women can give better beauty advice than a man.



**Q. What advice would you give to the younger generation of gay Latino men out there in regards to starting up their own business?**

A. Want something? Go for it! And *please* don't use your ethnic background as an excuse but, to make a huge statement.

**Q. Can you make my anus sexy and looking like it was 18 again?**

A. I'm an Esthetician not a magician.

Ouch, that's a wrap

Face to Face NYC - Day Spa  
20 west 20th street  
suite 603 new york city 10011  
212.633.0404

<http://www.facetofacenyc.com/>  
[info@facetofacenyc.com](mailto:info@facetofacenyc.com)