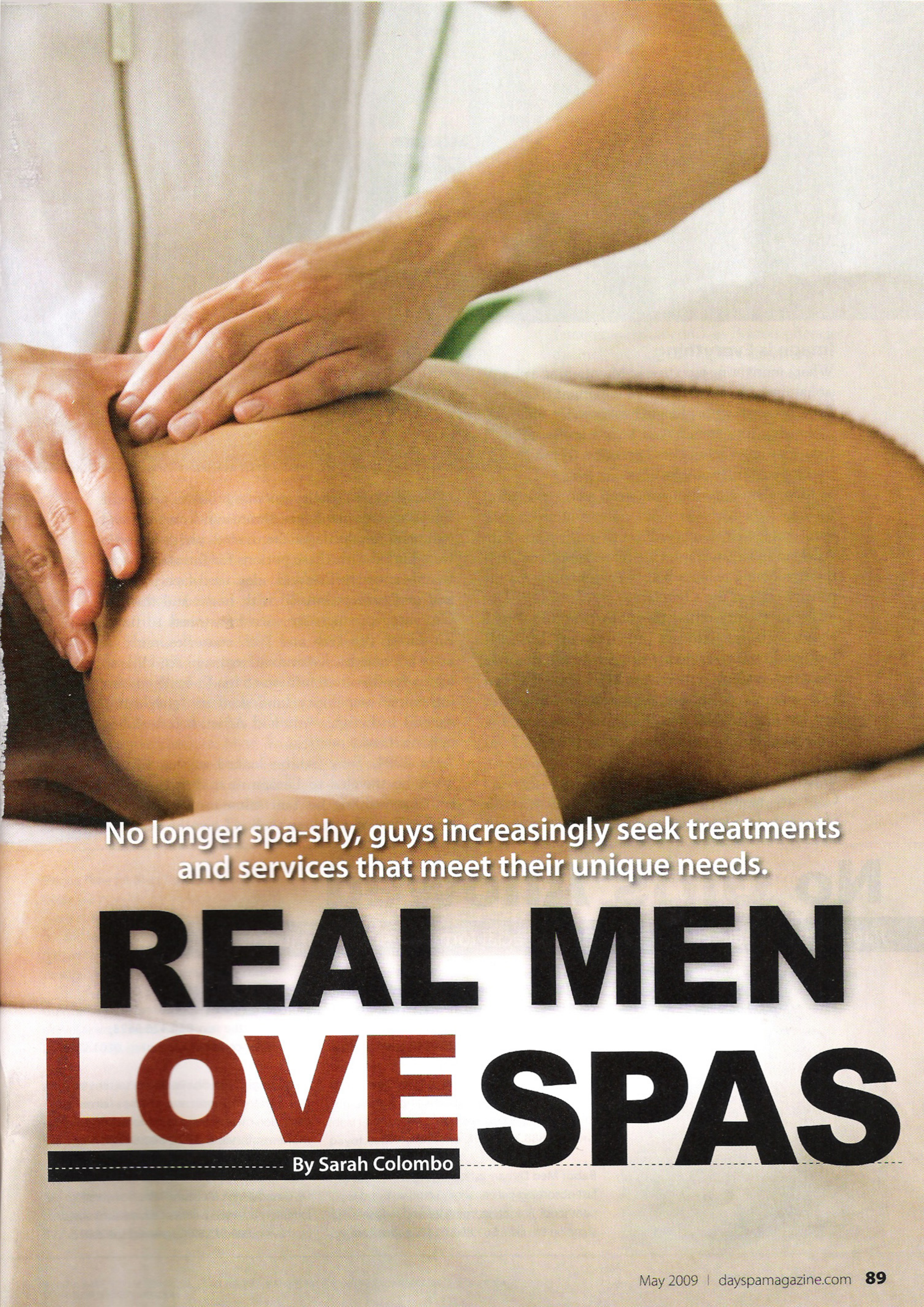


Have you heard the one about the guy who walks into the spa? Ten years ago, that might have played out as a joke. These days, men are as hooked on spa treatments as women. Catering to them has become a vital part of the spa industry.

The men's grooming market has continued to expand, despite the economic downturn during the past few years. Men account for 48% of the spa-going population, according to Wellness Capital Management, which tracks demographic and financial statistics for the spa industry. Plus, market research firm Euromonitor International valued the industry at almost \$5 billion in 2007, a slight increase from the \$4.8 billion it reported in 2006.

Drawing this key population to your spa takes knowledge, commitment and a little bit of nurturing. By understanding the history of men's grooming routines—and anticipating what they'll need in the future—you can recruit and retain new clients. Keep in mind that they'll be more likely to visit if you offer antiaging and grooming services specific to men. And don't neglect the comfort factor: Guys may not need the frills your female clients crave, but minimal, masculine design in treatment and relaxation areas specifically designated for your male clientele (marketing alert: Father's Day and graduation are coming up) can mean a boon for your business.





No longer spa-shy, guys increasingly seek treatments and services that meet their unique needs.

REAL MEN LOVE SPAS

By Sarah Colombo



A client receives a Beer Enzyme Facial at Exsalonçe Salon & Day Spa in Chicago.



Image is Everything

What's motivating men to spa? Maintaining a professional image has become more important than ever. Baby boomers with plunging investment funds are prolonging retirement. And layoffs across multiple industries are forcing those entering the workforce to compete for fewer jobs.

More than a third of American men surveyed in 2007 said they rely on a grooming routine to look more professional, according to healthcare firm Allergan (allergan.com). One quarter indicated that their grooming regimes help them maintain a competitive edge in the workplace.

Even twentysomethings now inquire more about antiaging skincare products, says Mitchell Drinkard, guest services manager at Sir Spa (sirspa.com), a men's-only retreat in Chicago. "We've been selling a lot of antiaging serums within the last few months," he says. "Guys in their early 20s are asking how to get that preventative edge."

What a Man Wants

Contrary to the prevailing machismo attitude of recent decades, men throughout history have

taken pride in their grooming habits. Ancient Egyptian men used face serums and creams, and exhumed tombs later uncovered pharaohs who were buried with these potions for the afterlife. In Renaissance-era England, men used face powders and moisturizers infused with herbs and flowers. Grooming products for men continued to flourish during the 19th and 20th centuries, with an array of pomades, lotions and makeup. And like so many trends—from fashion to food—male grooming gained popularity (and shed its "girly man" stigma) in Europe, Asia and Africa before slowly making its way overseas.

In 2004, Tony Odisho looked to that history when he traveled to Europe to study spa culture before expanding his hair salon into a spa. "For men in Europe, spas aren't taboo," says the owner of

No Girls Allowed

Pamper your male clients with these special formulations made just for them.



Aveda Men Pure-Formance Composition

conditions and perfumes the scalp, hair and body. It uses jojoba seed oil, ginger root and a mild, masculine fragrance. 800.328.0849, aveda.com

B. Kamins Chemist Soothing Aftershave Balm

contains moisturizing and antiaging agents to reduce the appearance of fine lines and wrinkles. 888.252.6467, bkamins.com

Babor Men Dynamic Face Moisturizer

is a fast-absorbing gel containing aloe vera and panthenol. It tightens, mattifies and reduces shine on the skin. 561.802.6160, babor.com

colorescience Real Minerals Cooling

Skin Gel contains peptides and hyaluronic acid to firm the skin. 866.426.5673, colorescience.com

Dermalogica Pre-Shave Guard softens beard hair, and tones, cools and soothes skin with camphor, menthol and clove for a closer, more comfortable shave. 800.611.7546, dermalogica.com

Dr. Grandel Men Moisture Balm is a hydrating formula that targets wrinkles and irritation caused by shaving. 800.543.5230, grandel-usa.com

Minimalist décor at Face to Face Spa in New York City (left and middle) provides a comfortable atmosphere.



Internet access and a loungeable couch, the Men's Club at Emerge Spa and Salon (emergespasalon.com) in Boston offers a distinct area of the facility described as "unabashedly masculine." The business retains a 25% male client base by offering services such as sports massage, shaving treatments and the Gentleman's Kur (90 min./\$185), a head-to-toe treatment based on the centuries-old European spa

Chicago's Exsalonçe Salon & Day Spa (exsalonçe.chicago.com). "I wanted to incorporate some of the elements I found there to make the guys here feel more comfortable."

Ensuring your male clients feel at ease will encourage them to relax. This may also help you prescribe more suitable treatments.

Enrique Ramirez says men are more willing to disclose their age-related concerns once they're safely behind closed doors. "In the treatment room, everything comes to the surface," says the owner and lead esthetician of Face to Face Spa (faceto facenyc.com) in New York City. "Most of these guys have competitive corporate jobs, so they want to look as good as possible."

At the spa, men want to relax like they would in their own homes. Decked out with a flat-screen TV,

practice that extended for days or weeks at a time. This version caters to the time-strapped modern man, says spa director Christine Haddad. In less than two hours, it packs in aromatherapy, exfoliation, hydrotherapy and massage.

Man-Up Your Treatments

While men now realize the need for regular skin care, they may be more inclined to indulge in spa treatments created just for them. Develop protocols that speak "guy," and you're on the right track, Odisho says. He created the Beer Enzyme Facial (60 min./\$75) to lure male clients and prove that a cold one offers skin benefits too. Beer contains enzymes that act as gentle exfoliants, dissolving dead cells on the skin's surface. (For more on these treatments, see "Beer Buzz" on page 10.)

Elemis Time for Men Time Defence Wrinkle Delay is a powerful antiaging moisturizer. It's charged with pomegranate extract, essential oils and hydroxyproline, a biotech active that preserves moisture and strengthens skin structure. **800.423.5293, timetospa.com**

Guinot Revitalizing Face Care for Men helps eliminate impurities and promotes a closer shave. **212.532.1030, guinotusa.com**

Hormeta Men Essential Foaming Cleansing Gel is formulated with lavender and lemon essential oils to remove impurities and soothe all skin types. **888.435.5022, hormetausa.com**

Issimo Guy Gear Facial Mud utilizes Dead Sea minerals and glycolic acid to detoxify and exfoliate skin without harsh abrasives. **877.ISSIMO1, issimointernational.com**

Murad Man Razor Burn Rescue is infused with glycolic acid, tea tree oil, vitamin E and other soothing ingredients. **800.242.1103, murad.com**

Nutra Luxe M.D. Wrinkle Repair Serum for Men contains collagen peptides to reduce wrinkles and fine lines, fade discoloration and provide antioxidant defense. **239.561.9699, nutraluxemd.net**

Optimale by Payot Homme Energizing Care contains cocoa, caffeine and other ingredients ideal for refreshing oily skin. **800.790.9908, payot.com**

Phytomer Homme Soothing Eye Treatment nourishes and protects the delicate eye area. **800.227.8051, phytomerusa.com**

Sothys Homme Exfoliating Scrub uses polyethylene exfoliating grains to prep the skin for an easier shave. **800.325.0503, sothys-usa.com**

Tend Skin Air Shave Gel is lather-free and retains its moisture to reduce nicks, irritation and ingrown hairs. **800.940.8423, tendskin.com**

Yon-Ka for Men Mask uses a clay blend to revive and balance dull or oily skin. **800.533.6276, yonkausa.com**

Yum Gourmet Skincare for Men Blue Chamomile Cleanser With Milk Thistle dissolves oil and dirt from pores without stripping essential nutrients. Chamomile, and green and white tea extracts soothe stressed skin. **877.YUMLINE, yumskincare.com**



Chicago's Sir Spa is an oasis for city dudes. Plump leather chairs and flat-screen TVs provide creature comforts.



One thing almost all men can relate to is the effect shaving can have on the skin. It triggers ingrown hairs, rashes and—if not properly exfoliated—dry, flaky skin. Thus, men will appreciate protocols that target these specific concerns. For example, the Y Chromosome Facial (80 min./\$160) at Face to Face addresses his unique skin concerns with cleansers and masks that focus on soothing and hydrating the oft-abused beard area. The products used contain ingredients that soothe (chamomile), plump (collagen), gently scent (geranium) and cleanse (hydrogen peroxide) the

*Relax.
Refuel.
Renew.*



Kinara's Men's Facial (55 min./\$120) is individually tailored for each client's skin type. The treatment includes a custom-blended herbal steam followed by a mask and one of three exfoliation treatments—a scrub, or an acid or enzyme peel. The results have been motivating Brierton's male clients to book facials more frequently, and to use better quality products, she says. They also tend to follow the skincare regimen she prescribes.

Putting the 'Man' in Manicure

Men today embrace nail services to appear well groomed and boost their professional image. Many spas use different names, such as "hand detail" or "foot treatment," to market manicures and pedicures to men. These protocols tend to focus on neglected cuticles. They also use fragrance-free or masculine-scented products, and forego polish for a buff.

"Men and women view nail services differently," says Krista Martin, owner of Metro for Men (metroformen.com) in Irvine, California. The spa's Hand Detail (30 min./\$27) and Foot Detail

ONE THING MEN AND WOMEN CAN AGREE ON IS MASSAGE.

It's the No. 1 requested treatment across the board.

skin. Clients are also given mild microdermabrasion to address fine lines and reduce pore size.

The detriments of a lifelong soap-and-water skincare routine can catch a middle-aged man off guard. "When they see fine lines, it grabs them and shakes them up," says Ashley Brierton, senior esthetician at Kinara Skin Care Clinic Spa and Hair Studio (kinaraspa.com) in Los Angeles. Undoing a lifetime of negligence isn't feasible after one or two facials, but Brierton says men often see faster results. They typically have thicker, oilier skin, which responds quickly to treatments, she says.

(60 min./\$42) are performed in oversized brown leather chairs (more manly than pedicure thrones), which are positioned in front of satellite TVs. The service includes a scrub, mask and cuticle treatment.

Other amenities—such as a complimentary beverage bar, locker room and shoeshine stand—help distinguish the facility from female-centric nail salons.

Male clients who visit SpaRenity (sparentity.net) in Bradenton, Florida, appreciate the facility's discreet attitude toward nail services, says owner Nancy Dowe. All of the treatments, including the Hang Ten Pedicure (30 min./\$25),



take place in dimly lit, private rooms. Clients can upgrade services by adding paraffin and massage (15 min./\$10), or an exfoliating and antiaging treatment (15 min./\$10). "Privacy is an important thing when it comes to your typical man's man," Dowe says. "We have a lot of cowboys down here who don't want to sit between two gossiping women."

Massage Marketing

One thing men and women can agree on is massage. It's the No. 1 requested treatment across the board. The Day Spa Association (dayspaassociation.com) recently reported that 73% of men surveyed selected massage as the most preferred spa treatment. Men surely know that most spas offer massage, but male-savvy businesses market their treatments with clear language and promote each service's results. For example, the Buff Rub Dew (75 min./\$150) at Face to Face is a combo treatment that exfoliates and hydrates the skin with a blend of shea butter, macadamia nut oil and grapefruit extract.

Understanding the hobbies and pastimes of men can also help spas develop a male-friendly menu. Most athletes are goal-oriented, and men who take their sports seriously can learn to incorporate regular massage as part of their training. The Golfer's Massage (60 min./\$95) at Spa Space (spaspace.com) in Chicago focuses on improving flexibility by targeting specific muscles. The spa markets this treatment to avid golfers, clients about to take a golf vacation or those who only play seasonally.

The Runner's Massage (60 min./\$95) helps athletes who are training for events such as marathons. The therapist tailors each treatment to release tension and improve flexibility by using different techniques before and after the athletic event. "While the client is training, you don't want him to get sore from massage," says owner Natalie Tessler. "After the event, you take a gentle approach because you're trying to soothe the body."

Getting Your Guys

The International Spa Association (experienceispa.com) reports the most common spa packages offered are those for men. Nearly half the businesses surveyed by the organization indicated they cater to the growing demographic with a men's spa package.

A popular deal at Sir Spa is a throwback to the time when noble men took pride in their grooming practices. The Duke (180 min./\$285) focuses on rejuvenation and treating the signs of aging. The package includes a 60-minute massage, detoxifying mud and face treatment that helps reduce the appearance of crow's feet and other fine lines. "It's also good for people who've had a long night out—it helps get rid of some of the toxins," Drinkard says.

These packages may be explicitly for men, but it's women who are snatching these deals up. "Men look more into individual treatments," says Cleo Londono, owner of Metamorphosis Day Spa (metspa.com) in New York City. "We want packages to appeal to the women who buy them for the men in their lives."

Metamorphosis offers the Metrosexual Makeover (120 min./\$225), which includes a minifacial, hot stone and scalp massage, paraffin hand treatment and a grooming goody bag to encourage proper skincare habits at home. The spa also promotes the Retrosexual Treatment Package (150 min./\$280), which includes a facial, foot rubdown and an 80-minute deep-tissue massage. Londono named the treatment "retro" to appeal to men who might be turned off by the metrosexual stigma. "It's taking men's grooming back to what it used to be," Londono says. "It's a necessary, no-frills treatment to look good." ●

Sarah Colombo is a freelance writer based in Los Angeles.