

Great Treatments

Great Male Treatments

It's no surprise. Men like to be pampered. They are coming in the spa more and more every year, according to recent statistics. Whether it is with their mom, wife/girlfriend, friend, or partner, men are finding out on their own why spas are so popular and relaxing. And they aren't just sticking with the sports massage or basic mani/pedi. These fashionable men are reaching out to try new things: Vichy showers, scrubs, wraps, and facials. Most men say they feel more comfortable in a facility that isn't only geared toward females. What does your spa offer? What does your spa look like? Try neutral tones on the walls, lay out sports magazines, and provide larger robes and blankets. Have a wall devoted on your retail shelf for men. Include a section in your spa menu exclusively for them. The little things add up, and step by step, you will see more men walking in your doors. Check out the spas on this page and the next to see what they include in their treatments.



The Buff Rub Dew **\$150 for 75 minutes**

This uber-organic body rub begins with a gentle body exfoliation to remove the tough outer layer, followed by a sprint rinse. A relaxing massage continues using warm body milk with proteins and plant oils to melt knots and deliver moisture. Hard and dry bodies take a number for a 'love me dew' transformation.

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