

HOMME RENOVATION

By Stephen J. Lucin

In a culture where so many people are brought up to be ashamed of their bodies and unaware of the natural functions of their many parts, Enrique Ramirez, lead esthetician, founder and owner of face to face nyc day spa, located in New York City's Flatiron District, has found ways of helping these extremely self-conscious individuals to be less so by introducing treatments that may seem otherwise, and to many, risqué, but which serve the specific purpose of helping individuals to become more comfortable with their own reflections.

For five years, Ramirez has offered clients of his spa a variety of treatments such as body waxing, facials and massages, all of which he perfects and personalizes. And since a large portion of his clientele is gay men, roughly 70 percent, he has created

various treatments as part of his "homme renovation" menu for guys looking to take better care of their skin. One such treatment off of this menu is the Y-Chromosome Facial, which oversees and remedies guy-related issues like razor burn and in-grown

hairs.

"I saw a discrepancy in the marketplace for guys who like to take care of themselves beyond just shaving and putting on deodorant," says Ramirez. "Because of this discrepancy, I found an

opportunity where I could offer guys a comfortable place to come and learn about the many services available to them. There are so many men who like to take care of their skin and their bodies, but there aren't many spas that are



welcoming to them. At **face to face nyc**, we welcome everyone and never turn anyone away."

But personalized and innovative treatments are not the only things keeping this boutique New York City spa as a leader in the highly competitive industry. By creating a super private, cozy, small and personal day spa focused predominantly on individual care, Ramirez has created and fostered an environment where spa-goers can enjoy their visits

with peace of mind and relaxation. And because of this, the spa has gained notoriety within various top-tier media outlets. Ramirez is even a recurring skincare expert on the "Derek and Romaine Show" on Sirius Satellite Radio because of his knowledge of the industry, as well as for his ability to help individuals, nationwide, to learn of ways to help themselves maintain positive beauty regimens.

Other treatments at **face to face nyc**, those such as anal and genital bleaching, have been introduced to not only help enhance a person's physical appearance, but to also reinforce their self-esteem. These treatments which were once popular among porn stars and strippers, have been streamlined into the mainstream and have become among the many consistent treatments sought after by repeat clients.

Anal and genital bleachings are simple, 15-minute treatments that lighten the pigment around the anus and genital areas. They are safe and painless, and offer clients comfort in knowing their "lower regions" are consistent in color with the rest of their body. Other treatments thought to be risqué are the various waxing and hair removal treatments being offered to men. Ramirez goes beyond simply offering chest and back waxing, he also offers genital waxing with his "South of the Border" and "Marble Sac with Shaft" waxes, along with a "Crackdown" wax specifically for the anus.

"A lot of men prefer these waxing treatments because, as opposed to shaving, they offer longer-lasting results," says Ramirez.

In March, **face to face nyc** will be celebrating its 5-year anniversary as a place that has offered clients a comfortable setting for various treatments and services. Following its anniversary, **face to face nyc** will continue to be a spa that offers men a setting where they can feel welcome to explore the skincare treatments they desire. Enrique Ramirez will also continue to lend his skincare expertise to the spa industry by continually

working to enhance services and create new treatments that will help individuals reach the level of self-esteem and confidence they require and deserve.

Enrique Ramirez is one of the world's foremost skincare experts, and founder of New York's prestigious celebrity hotspot, **face to face nyc** day spa. Enrique's spa is one of only a handful of spas internationally that specializes in men's skincare treatments. **face to face nyc** is located at 20 West 20th Street, New York, NY, USA. (212) 633-0404. www.facetofacenyc.com. Hours of operation are Mon-

Fri, 11 a.m. – 10 p.m., Tues-Thurs, 9 a.m. – 11 p.m., Sat, 11 a.m. – 7 p.m. and Sun, 11 a.m. – 8 p.m.

