



AMERICAN SPA
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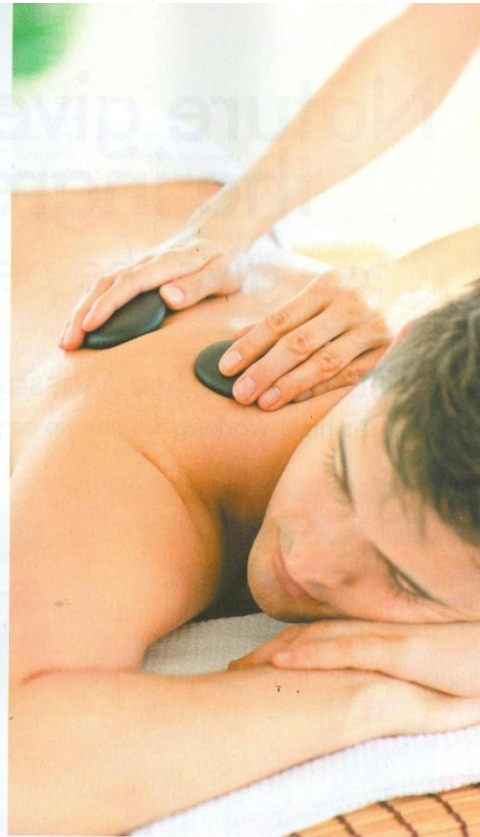
A Man's World

Operators of male-oriented spas share the secrets of their success with columnist Lisa M. Starr.

A GOOGLE SEARCH OF "MEN'S SPA SERVICES" quickly returns results numbering more than six million, and, according to an ISPA survey, 45 percent of spas offer packages tailored to men. In response to a growing target audience segment, services and products tailored to men are on the increase. Additionally, the U.S. has seen a number of spas specifically built for the men's market, so we spoke with some owners and operators in this special niche to see how business is faring.

Fifteen years ago, men comprised 5 to 10 percent of spa clientele, but today that number has climbed as high as 30 percent in some markets, and even higher outside of the U.S. Because men differ from women, it can be difficult to create their ideal spa experience in a facility that also caters to women. As a place where guests are likely to be sitting in a bathrobe and focusing on personal care issues, spas are not ideal environments for mixing genders. For many years, men went to barbershops and women to the local salon for their regular hair-care needs until the '60s and '70s when men began to let their hair grow, and it became acceptable for men to patronize a salon. In the U.S., spas began as expansions of hair salons, but while there have been upscale men's salons since the '80s, those are very different than the men's spas of today.

Many resort and day spas have created dedicated areas for male clientele, not only locker rooms but also lounges where men do not encounter female guests. A small number of pioneers have taken the plunge and opened male-only spa salons. Among the first were **Gentleman's Quarters** (Denver) and **Nickel**, currently with three locations in New York City, Paris, and London, which both debuted in 1996. **The Grooming Lounge** opened its first location in Washington D.C. in 2002, while 2006 saw the introduction of a second location in McLean, VA, and the opening of both **Truman's Gentleman's Groomers** in midtown Manhattan



and **SIR Spa** in Chicago. Because these men's retreats are still in the minority when compared to the number of day spas in the U.S.—currently estimated to be more than 16,000—this is by no means a slam dunk as a business proposition. Any customer service endeavor presents operational challenges, especially in the last few years, and spa services are certainly not a requisite for either sex. Grooming, though, especially for men in the business world, is as important today as ever, maybe even more so. "In one way, the down

"Many male guests **feel more comfortable in a spa...** that is clearly focused on men."

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PHOTOGRAPHY: SHUTTERSTOCK

Guy's Guide

Check out the following companies that offer a variety of male-specific products.

A Natural Difference
(888) 568-3150
www.anatural
difference.com

Aveda
(800) 644-4831
www.aveda.com

**BioAge
Dermocosmetics**
(305) 826-5265
www.bioage
cosmetics.com

Bioelements
(800) 433-6650
www.bioelements.com

CBI Skin Care
(800) 822-7546
www.cbiskincare.com

Christina USA
(888) 604-6268
www.christina-usa.com

Clarisonic
(888) 525-2747
www.clarisonic.com

**Cuccio
Naturalé**
(800) 762-6245
www.cuccio.com

Decléor Paris
(888) 414-4471
www.decleordirect.com

Dermalogica
(800) 611-SKIN
www.dermalogica.com

Dr. Belter Man
(800) 909-7546
www.terrybinns
catalog.com

Dr. Grandel
www.grandel-usa.com

GlyMed Plus
(800) 676-9667

www.glymed
plus.com

G.M. Collin
(800) 341-1531
www.gmcollin.com

Gram Skincare
(877) 754-6308
www.drgram.com

Guinot
(800) 523-1030
www.guinotusa.com

Image International
(800) 796-SKIN
www.imageskincare.com

Kerstin Florian
(888) KERSTIN
www.kerstin
florianusa.com

KENMEN-BC/ONE
(866) KEN-6969
www.kenmen.com

Murad
(888) 686-8273
www.murad.com

My Sacred Fig
(800) 884-1656
www.mysacredfig.com

Organic Male OM4
(877) 898-MALE
www.om4men.com

Pevonia Botanica
(800) PEVONIA
www.pevonia.com

Phytomer
(800) 227-8051
www.phytomerusa.com

**RAW Serious Skin
Care for Men**
(888) 7-GETRAW
www.rawmethod.com

Saian
(800) 291-1130

www.saian
shop.net

Satin Smooth
(800) 726-4202
www.satinsmooth.com

**Skin 2
Skin Care**
(877) 754-6790
www.skin2skin
care.com

Skin Authority
(866) 325-SKIN
www.skinauthority.com

Sothys Paris
(800) 325-0503
www.sothys-usa.com

VitaMan
www.vitaman.com.au

Yon-Ka Paris
(800) 533-6276
www.yonkausa.com