

# Spa Worldwide Guide 2004

HEALTHY LIVING,  
TRAVEL & RENEWAL

Spa at Home: Grooming

## It's a Guy Thing

Men's unique skincare needs are getting new focus from cosmetics companies aiming for the average guy. *By Wendy Schmid*

With the popularity of new shows like NBC's *Queer Eye for the Straight Guy*, it's no wonder men's grooming is booming. Even if real men never did get into quiche, real men do, indeed, wear facial masks. I witnessed this firsthand one fateful Sunday morning at my father's Westport, Connecticut, home. There was Dad, relaxing on the couch in his robe with a clay mask strategically blanketing his nose. "Cleans the pores," he explained. Yeah Dad, I know. Just didn't think you did...

Turns out, modern men know the meaning of skincare. "Years ago, the average guy was intimidated by the concept of grooming, but things have changed," says Ian Ginsberg, president of C.O. Bigelow Chemists. "Taking care of yourself isn't just a girl thing anymore—men want to look their best and stay young, too." Ginsberg has watched men's skincare sales at his New York City store increase as much as 50 percent in the last two years. Spas are seeing the change, as well; these days, men make up a full 29 percent of all spa-goers, according to the International Spa Association, and their ranks are growing.

Now high-profile cosmetics companies are jumping on the trend. Seawart spa brands Decléor and Sothys have just introduced three-part skincare systems specifically for men. Dermalogica, an 18-year-old, gender-free line, is catering to them by conveniently packaging three of its international best-sellers (Professional Shave, The Bar, and Active Moist) into a Men's Wake-Up Call kit. And ever since Fred Segal Beauty stocked its shelves with Mario Badescu's Vital with Collagen & Elastin for Men, the Los Angeles-based spa/salon can't keep this wrinkle-fighter in stock.

**Chair men:** In the swank new barber's room at Fred Segal Beauty, guys sit down for an old-school shave with a pampering twist.

