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A date with indulgence

Wonder how the working stiff next to you affords facials, manicures and massages? Join the club.

ALYSON WARD STAR-TELEGRAM STAFF WRITER

A dollar doesn't go as far as it used to. But these days, luxury and pampering are more affordable than ever. In fact, if you're willing to spend about \$50 a month, you can practically become a member of the leisure class, with a standing appointment for a facial, massage or hot-oil treatment at the salon.

Salons and spas that promise affordable luxury are popping up all over the county — well, all over the country, really, thanks to proliferating franchises. And services that have traditionally been high end, available on a regular basis to only the wealthy, have gone the way of the nail salon...

...Men need coddling, too



The Boardroom Salon for Men isn't a national chain; it has just two locations, in Dallas and Southlake. But the full-service salon, which offers everything from the basic haircut to a hot-stone massage, has tapped into the affordable-luxury trend. The Boardroom offers membership packages: Pay an annual fee and you can drop by as often as you like.

"You could come in every single day if you wanted to," says owner Heather Schultz — and there's no extra charge.

At the Southlake salon, memberships start at \$475, which gets you a basic haircut package. The most expensive package is \$1,295, a membership that includes power massages and lots of grooming extras.

The more often you go, of course, the more money you save, which encourages men to indulge in pampering regularly.

"Most of our members come every two weeks," Schultz says. "But lots of them come every week."...

...The Boardroom Salon for Men

Price: \$30 for a basic haircut

Price for members: \$475 to \$1,275 for annual memberships, which allow you unlimited visits for the services you've specified. If you have a basic haircut package and visit every two weeks, it costs about \$18 per visit.

Locations: 1260 Main St. (Southlake Town Square), Southlake, TX 76092
5550 W. Lovers Lane, Suite 169, Dallas, TX 76209

Web site: www.theboardroomsalon.com

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