

Grooming Issues

By Cara West

Hot Shave, deep-tissue massages, comfy robes...life doesn't need to be so rough

Ok, guys; let's all say it together ...aaaah. For the gentleman who enjoys the good life, there's no shame in cutting out early from work and enjoying an afternoon getting little extra attention.

Men now make up 29 percent of all spa goers, according to the International Spa Association, while many European spas report that men make up 50 percent of more of their business.

Spas have responded to men's interests by creating special product lines and services. Along with top-of-the-line grooming products, some feature old-school amenities such as traditional barber services, boxing robes, bars, sports viewing, cigar rooms and pool tables.



Right: Using a traditional brush and straight razor, salon manager Sonya McMillan gives Roman Waschka a clean, close shave at The Boardroom Salon.

Left: Stylist Shannon Allen at her station in The Boardroom Salon Southlake. The chairs resemble old-fashioned barber chairs except they're a bit more plush.



At The Boardroom Salon for Men in Southlake, the atmosphere is a distinctively masculine setting with dark wood paneling, plush leather chairs and black-and-white photos. Chess and billiards are available in the waiting area.

The Boardroom's services include deep tissue, therapeutic and hot stone massages. All services feature a complimentary beverage, including what else, beer. With several packages to choose from, guys can get not only a haircut and a shave, but also a paraffin hand treatment. Spa services include facials, glycolic peels and a deep-cleansing treatment for the back. The Dermalogica line offered here has wonderful, no-nonsense skin products.