



Spas Are For Men, Too!

By Glen Master, With Input From Mark Tallon, Esthetician and Master Make-Up Artist

Men's spa services are noticeably one of the fastest growing segments in the spa industry. At Salon Anokha, we are proud to offer a complete menu of services that are specifically geared to the male clientele. We recognize men's need for both spa services and their common reluctance to walk into a salon or spa full of women. We do many things to welcome men into our salon and spa. When you visit Salon Anokha, you immediately know that we are not your typical "Betty's Beauty Box" style shop. Meaning... you won't find a line of ladies at the hair-dryers staring you down as you walk through the door. We know that intimidation is the biggest cause for lack of male clientele in any salon or spa. That is why, at Salon Anokha, we are committed to providing truly personalized service for both men and women.

Men have just as much need for spa services as women do. We've taken services that were already suitable for both sexes and designed them specifically for male clients. The "Back Facial" is a service that is very popular among men. A deep-cleansing scrub, followed by a gentle massage to stimulate the skin cells, is finished by a masque treatment, a truly out-of-body experience that will leave your back rejuvenated and smooth to the touch. Your significant other will surely notice. Waxing services are also available for men. Chest waxing, back waxing, neck/hairline waxing and even male Brazilian waxing are becoming popular must-have services for male clients. We are ahead of the game when it comes to service options for male clients. After all, men make up nearly thirty percent of a salon/spa clientele, so why not accommodate them equally? At Salon Anokha, we cater to all.

We also offer salon services for men at Salon Anokha. Men spend nearly as much - if not more - for haircuts in a year as women. Think about it. Men, on average, book every three to four weeks for a haircut and women every two to three months. If your salon charges the same price for a man's cuts as for a woman's - well, we see where this is going. At Salon Anokha, we recognize the need for fairness; we offer men's cuts starting at \$25. We also offer beard and mustache trimming. Men also have the need to "hide their grays." We have a special price list specifically for men's color services. Did you know that Salon Anokha specializes in thinning hair? We are a Nioxin© Diamond Elite Salon, offering the new scalp renew treatment, a natural dermabrasion for the scalp. This treatment is specially designed to remove excess oil and free trapped debris and toxins from the scalp skin. We believe in not just good-looking hair, but also that good hair begins at the scalp.

No matter what your preconceived notions are about salons and spas, we are sure to change your opinion when you visit Salon Anokha. So to all the men out there: Relax; the salon and spa experience doesn't always have to be so predictable. At Salon Anokha, we have a diverse staff and a unique approach to service. That's why we are Anokha, "Out Of The Ordinary." We have a reputation for being leaders in our industry, and are committed to being the best at what we do. Whatever you do in life, make sure you look good doing it. We'll help keep you that way. Stop in for massage by the minute or \$50 by the hour, or relax with a refreshing facial starting at \$40. Please visit our new website www.salonanokhafl.com for more information or call today to schedule your appointment!

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