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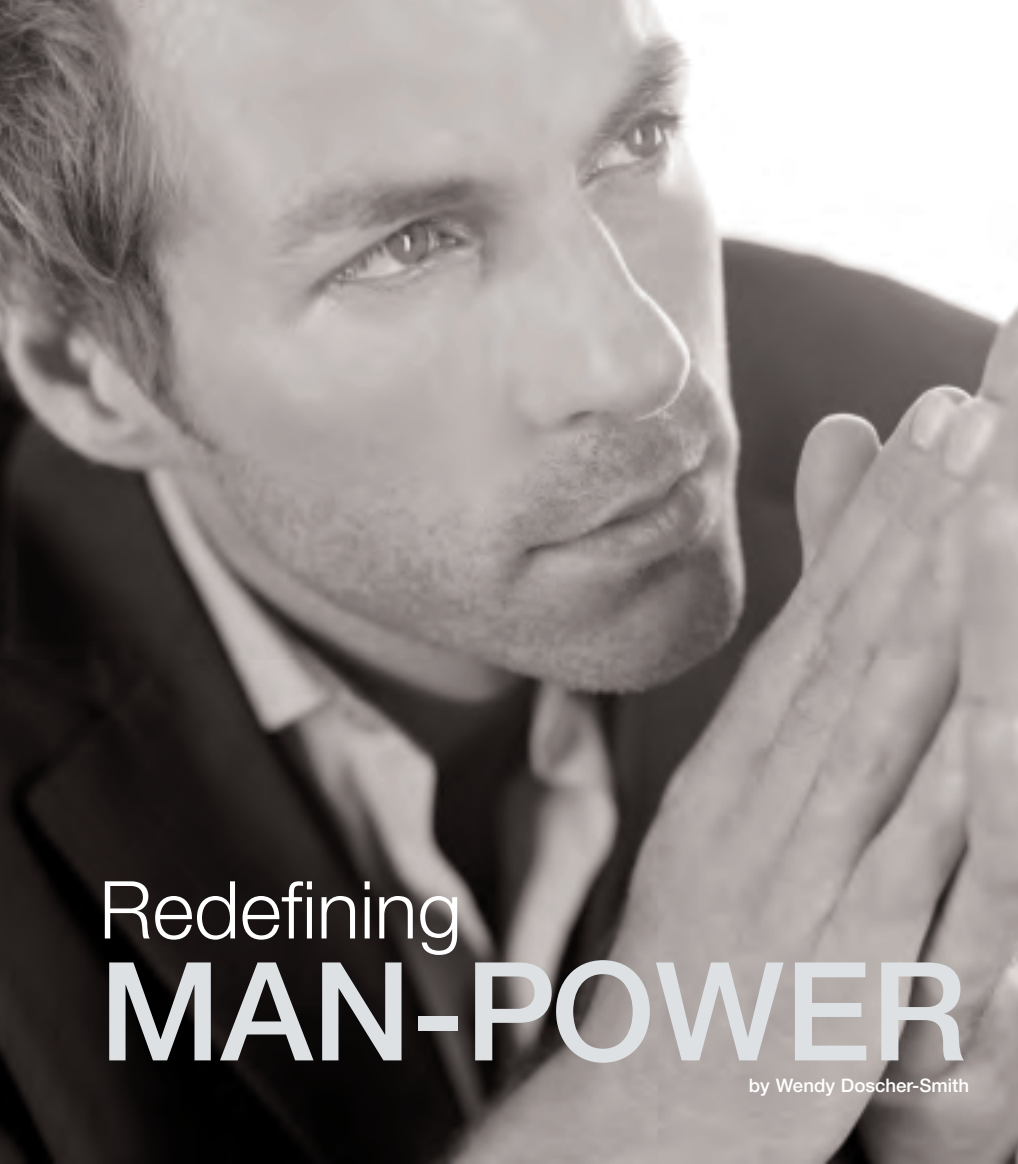
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Redefining MAN-POWER

by Wendy Doscher-Smith

This article is dedicated to all of the proud girly men out there who believe in the power of polishing masculinity until it is refined like a twinkling, handsome diamond, as chiseled as a sexy pair of well-defined cheekbones fresh from a facial or a set o' perky pectorals after a vigorous work out.

Who says men have to be rough, rugged and everything that comes with that (calluses, body odor, greasy hair) around the edges? Today's modern man knows how to take care of himself. Looking good is not just about succeeding in the boardroom (or the bedroom!), but is also about taking pride in oneself and celebrating the goods given to you. Are men worrying about keeping up appearances? Absolutely. And it's about time.

There is no certain "type" of man who likes to indulge in manicures, facials and massages. Gone are the days when sipping bottled water made one look like a fop. While the term metrosexual has garnered much play in pop culture, the phenomenon of the Metro Man also has opened doors for men of all ages and occupations to embrace their beautifying side.

Miami-based Beauty Expert Bryan Durocher says that the "spa break" is one avenue of relax-

ation busy men take in lieu of longer vacations. "There is a definite trend that has been happening slowly over time," Durocher says, "and with the advent of celebrity and masculine men representing products for grooming the average guy has been given permission to take care of himself and know it's ok."

In the workplace it doesn't cut it to merely be a guy anymore and do the golfing go-rounds in order to properly network. Men must stay well groomed just to keep up, not only appearances, but with the job market.

"We are in the midst of a youth driven culture and men are taking care of their appearance to be competitive in the workplace," Durocher says. "Boomer men are competing with Gen X and Gen Y men in the workplace in addition to women and these groups have no stigma about grooming and appearance."

Massages and pedicures are the top two ways men like to spa. Multi-use products, no foreign investment to women, such as shampoo and body wash combinations are becoming the numero uno product choice for men today.

Take, for example, Lawrence Rizzo, 41, a mort-

gage broker who divides his time between Miami and New York City. He felt the need to "keep up or get left behind" when it came to maintaining his looks once he graduated from college.

"Not only do I feel it is ok to look good and still be a man but part of being a man is looking good," Rizzo says.

A self-proclaimed "big fan" of massages and other spa treatments, Rizzo tries to go once a week for the works. He even went so far as to join a private men's club in New York City in 1997, where a manicure is inclusive with membership. At first Rizzo scoffed at the 'cures but then he grew to love them. Although he adds, "I still refuse the polish, and if I were to guess I ALWAYS will, but the manicure itself is very enjoyable."

Miami-based television personality Louis Aguirre is aboard the massage boat, as well. Aguirre, 40, thanks David Beckham for making the metrosexual a household name. Aguirre also says his feet require pedicures or else they look like "they belong to Fred Flintstone."

"Let's face it, chaffed, callused, dry peeling feet are just not sexy," says Aguirre.

Amen to that!

High powered executives are warriors of an urban kind. For them, being well-groomed is essential to forge ahead in the competitive world of business. Kyle Mendes, Vice President of Business Strategy for Steiner Management Services, L.L.C. uses Elemis grooming products daily. "I use the *Elemis Smooth Results Shave Oil* and *Ice-Cool Foaming Shave Gel* every day," says Mendes "It gives me the closest and smoothest shave ever."

But it's not just the urban executive who has started caring for his skin. Steve Reppert, local artist and the Chief Preparator for the Museum of Contemporary Art in North Miami swears by the *Elemis Pro-Collagen Oxygenating Night Cream*, "My skin used to get very dry and I have found that since I started using skincare, it has completely transformed!" Reppert admits that many of the guys on the crew would laugh if they read this but he doesn't care, "After a long day of building a new exhibition, there is nothing better than relaxing in a hot bath with a little bit of *Elemis Aching Muscle Super Soak* and then having your feet massaged with some instant refreshing gel!" Reppert also notes an unexpected benefit from using the new Elemis creams, "I sometimes get psoriasis on my hands and I tried some of the Pro-Collagen Oxygenating Night Cream on a couple of dry areas. It completely cleared up." Sadly this cream is not available on prescription so it makes for expensive treatment, but Reppert says he doesn't care as long as it works.

Of course, there are still those guys that won't peel away that macho mask and put on a face mask instead! But that's okay. We are redefining Man-Power one man at a time!