



“A GOOD LATHER IS HALF THE SHAVE.” ~ William Hone



FACE FACTS

A MAN'S FACE IS HIS FORTUNE, HIS BUSINESS CARD AND HIS STORY.
BY DES EDDY.

All guys should embrace the fact that your face creates an impression – and the best impression is vital to a successful personal and business life.

You wouldn't neglect cleaning your teeth, so why neglect your face?

Gone are the days of old when a shower and shave were enough. Men's grooming or "man-scaping" as it's often referred to is now front of mind for many guys – especially with the addition of new shops in the city like Guy's Grooming in Hay Street.

Leycester Cory and Rebecca and Nathan Ahern are the three passionate owners of the largest male grooming lounge in Australia, which was inspired by the need for men to have a grooming venue to call their own.

Both Cory and Ahern drew inspiration from their travels in Europe, noticing how men took pride in the way they presented themselves on a daily basis.

On their return to Australia, Guy's Grooming was born.

Walking into Guy's Grooming is like entering a zone where you and your mates feel quietly confident that what happens on tour stays on tour.

It has immaculate decor and architecture, without the usual smoke and mirror palaver you get in other establishments.

To paint the picture, there are seven massage rooms spaciouly decked out, a VIP waiting room with a bar, leather chairs, a cutting station, consultation room, chill out lounge, treatment room and a dry sauna.

"Today's man needs to be totally groomed to ensure that he takes full advantage of all his assets from hair, face to body," Cory says.

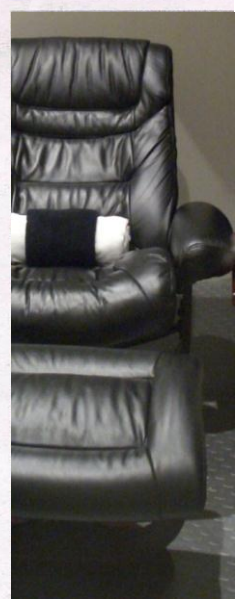
"You don't have to wait any longer to try something new, your mates won't notice and the ladies will not believe your age.

"All men should experience a traditional face shave and include it in their regular grooming regime. And although fashions change, its still polite to be well groomed downstairs and get rid of any mono-brows, back, ear and nose hair."

Corey said the trio opened the shop in the city because so many people work in the CBD.

"Approximately 100,000 men work in the city every day, and our clients range from stockbrokers to sports identities, white-collar workers to shop assistants, everyone is welcome."

So what are you waiting for? Get yourself to 848 Hay Street and get pampered.



1. Use a face routine every morning - cleanse, scrub and moisturise
2. Have a good shaving regime
3. Make sure you have a regular haircuts
4. Wax unwanted hair, it doesn't hurt that much.
5. Have facials regularly
6. Don't forget hand and feet detailing
7. Get massages to detoxify and de-stress.
8. A healthy mind is a healthy body.
9. Drink lots of water
10. Enjoy life

