

PROMOTING WESTERN AUSTRALIA'S BEST

Venue

VENUE OPTIONS WESTERN AUSTRALIA

\$7.95 inc GST
AUSTRALIA



REVIEW

venue

BY JAMES ROGERS

SUBIACO



Guys Grooming

metrosexual rising

Only now are men beginning to realise that products and services promoting hair, nail and skincare are an important part of looking young and healthy. Services and products once considered for women are spilling over into the routines of men: manicures, massages, wax jobs, facials and the designer haircut now run hand in hand with men's diet and exercise.

I was unsure of what I'd find when I was invited to trial the array of services that Guys Grooming has to offer. I had always thought it would be great to have a salon catering for men only hair and skincare but was still unsure of what I'd find.

There were no flowers or dreamy music here, instead I was able to relax on a

comfortable couch, watch flat screen TV and chill out with a beverage while reading a magazine. Taken to a private relaxation room, I was settled in to a great leather chair to unwind whilst getting my manicure and pedicure. I had only associated this style of pampering with the likes of David Beckham but I have to admit - it felt pretty good! I then moved on to a treatment room for a stress relief facial. This in itself was the most relaxing experience and something I'd recommend to any busy gent that appreciates time out.

The friendly therapist explained how to look after my skin and what could be done to improve it. With a choice of men only products: Redken for men, American



Crew and Dermalogica, I was all set for the aftercare regime she prescribed.

Being skincare savvy is no longer reserved for just the guys that grace the pages of GQ magazine. There are carpenters, pop stars, pilots and doctors. It seems most people go not only for skincare but for stress management.

It's typically the professional and highly stressed that benefit. In all, the entire experience left me feeling totally relaxed and a million miles away from the stressed out guy that walked in!

With a visit to Guys Grooming most men will learn how to look their best from an expert - and there's nothing un-manly about that.

V