

What's On the MEN-u?

Though times may be challenging, one sector of your salon is growing steadily—men's grooming. Learn about the latest men's trends and products to keep him coiffed, polished and, above all, man-happy.

by Karie L. Frost

Blame it on Beckham and Pete Wentz. Or, blame it on us, for that matter. Men have become—how should we say it?—more maintained and skin-terested. Fact: Men make up 30% of the salon market, according to market research firm Diagonal Reports' "Male Grooming Market USA 2008." And while your male clients most likely won't be lining up for Jean Paul Gaultier's new Monsieur makeup line (hey, they gotta draw the line somewhere), they *will* be coming to you to address their hair and skin woes. Here's what you'll need to know—and stock—to meet their grooming needs.

THE GEL RAISERS

He'll need these sheen- and moisture-packed gels to replicate retro styles seen in *Mad Men*. With varying degrees of hold, these gels allow him to command total control or let his classic 'do move—it's up to him!

1. Aveda Men Pure-formance Firm Hold Gel
2. Johnny B. Mode Styling Gel
3. Paul Mitchell Tea Tree Firm Hold Gel
4. Woody's Wood Glue Extreme Styling Hair Gel

HAIR APPARENT

How will he be styling his mop come spring? "Men's trends fall under one overarching influence that's broken into distinct sporty, classic and avant-garde styles based on lifestyle or fashion sense," relates Kurt Kueffner, Aveda director of men's education. For spring 2009, this translates to healthy-looking hair worn flatter or closer to the head (think football legend Troy Aikman) for your more sport-inclined men, says Kueffner, as well as more liberal dudes—those avant-garde hipsters who secretly love their flat irons—growing out their hair. "Length is preserved in the front, and the shape is more square at the bottom, with weight being removed from the interior," he informs.

Men with a rebellious streak will take the John Lennon route: longer layers that Goldwell North American guest artist Shannon Lamm recommends shaping with "a razor or point-cutting technique. These guys need to be shown how to keep up the unkempt look, which means using a light leave-in conditioner as well as lightweight shaping agents to give control without the appearance of product."

For your more conservative guys, it's out with the carefree shag and stubble of last season and in with a nod to retro, polished 'dos. "Men will be emulating the classic look made newly popular by shows like *Mad Men*," predicts Craig Hanson, American Crew director of artistic services, Colomer Salon Division. "This show has resurrected the 'buttoned-up' men's haircut; it's a return to classic, masculine style." Adds Kueffner, "Side parts will reign—though not exaggerated, ultra-low side parts. And though classic, the look will be modestly asymmetric with a more graduated buildup of weight than we've seen in a long time." If your men are looking for some retro-spective, Pureology artistic team member Tyson Daniel says to look no further than old-school style arbiters "Cary Grant or Sean Connery. You'll see cleaner perimeters, longer tops and classic finishes." So get out those waxes, gels and pomades; defined shine will once again be tops with males.

WAX ON

So, he's going super-short and sporty? Don't let him think he doesn't need some product to put that tightly cropped style in its place. Turn him on to a gloss-inducing wax for sure-fire style.

Matrix Men Clean Shine Pomade

Long & Rebellious
White Stripes's
Jack White



Sporty Crop
CNN honcho
Anderson
Cooper



Classic
Inspiration
Cary Grant



Modernized
Retro Hit-maker
Mark Ronson



KEEP IT SIMPLE, STUPID

In terms of beauty (or, rather, "grooming," as men insist it be called), one fact is only too clear: What you do for your ladies doesn't work with your men. Many companies have found this out through extensive marketing studies, which tell them that men are pretty simple beings when it comes to grooming. "At Aveda, we live by the maxim of 'easy to choose, easy to use,'" chuckles Kueffner. "Men don't like to ask for directions, so shopping has to be self-directed. From a product application standpoint, usage has to be straightforward. No blow-drying, no drama."

According to Raquel Matilla, marketing manager for American Crew, "Men seek simplicity; therefore, products must ensure ease of use—think 2-in-1 products." Lining your retail shelves with products that do double-duty—like a shampoo/body wash or a conditioner/aftershave moisturizer—will help him take minutes off his grooming regimen, which is exactly what he wants.

Along with simplicity and ease, men seek performance, and this not only boils down to whether the product delivers on its claim, but also on the sensory perception attached to it. The idea behind this, says Kueffner, is that if men feel the product working, it *must* be working. "They want pomades that really stick and conditioners that tingle," he assures. To capitalize on this idea, stock up on mint-packed shampoos and conditioners, and when recommending product, walk him through the attributes and let him test it right then and there so he *feels* its texture and benefits.



1. B For Men Charge Up Thickening Shampoo
2. Scruples MENZ Thickening Shampoo

THE MORE-IS-MORE (HAIR) 'POOS

Thicker, Fuller, More! If his pate isn't as hairy as it used to be, these shampoos promise to lend the illusion of more strands.

DREAM CREAM

An unruly mop is a deal-breaker (with the ladies). Styling creams lend a controlling hand when he needs it most without adding too much weight—unless he wants it.



HIS MIX Leave-in Conditioner/Styling Cream

He's Love-Shorn

If Diddy does it, it's got to be big: The discerning music and fashion mogul recently admitted to grooming "down there," saying, "If men require women to go through the pain, we should return the favor." And return it, men are: Famed New York hair removal expert Shobha reveals that men are increasingly visiting her for some "hairless happiness." "We have male clients that range from bodybuilders to models to your average Joes," claims Shobha. She also reports that guys are going for "bikini treatments," and that the results are a true confidence booster. "When men's skin is hairless, it can make them feel cleaner and smoother, which in turn enhances their appearance and self-confidence," she says. And there is another added bonus: Strategic waxing and trimming can—how do we put this—maximize the appearance of his masculine gender. What man wouldn't want that?

Of course, besides tending to his nether region, celeb barber J. Vegas, who works with Kobe Bryant and Usher, stresses all-over hair patrol, citing the three Ms—"Mandatory Manscape Maintenance"—as a 2009 must. "Shaving, waxing and cleaning up the superfluous fur—back hair, unruly eyebrows, underarm hair—is important," he says.



1. Babor Men Energizing Age Preventing Gel-Cream
2. Baxter of California Clarifying Clay Mask
3. Dermalogica Daily Clean Scrub

GETTING THE SKIN-NY ON MEN

He might not come right out and say it, but he really cares about his mug. A report from The Harley Medical Group cites that 50% more men ages 35 to 50 sought Botox Cosmetic injections in 2008 as compared to 2007. "With each passing year, men are becoming increasingly aware of their skincare needs and of the options for addressing them," says Jeff Murad, VP of product development for Murad Man. "Because of this, more skincare products are being developed that specifically target men with traditionally female issues, such as hydration and wrinkles." Though shave products will remain popular for the Y-chromosome crowd, more skin-specific formulations, such as elixirs that sop up oil, will also be making their way into his medicine cabinet.

And, just as with hair care, men covet simplicity and real results from their skin care. "Men don't want to figure out a seven-step system," admits Murad. "They want to be able to go to one shelf in one store to find what they need. They're also increasingly looking for high-performance products to meet a growing range of needs (read: multitaskers!). It's a young trend we're seeing, but it's definitely one to watch."



1. American Crew Post-Shave Cooling Lotion
2. GYM Grooming Comfort Smooth Shaving Gel
3. HIS Bioelements Post-shave Serum
4. Murad for Men Razor Burn Rescue
5. Phytocéane Homme Crème de Rasage Shaving Cream

THE DERMA GANG

Call him Mr. Vain if you want; he craves to shave years off of his appearance, skin-wise. Man-specific age-defying, pore-reducing, zit-zapping wonders will address his yearning to appear forever young—without any of those girly frills.

THE CLOSE SHAVERS

Keeping up with spring's tidy trend requires a knick-free, smooth shave. Addressing everything from nasty razor burns to ingrown hairs, these shave products are the friends he'll need to pull it off.