

# Changing the Male Perception at Body Mind Spirit

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Historically, barbershops did more than just offer shaves, beard trims and haircuts. Barbers also practiced surgery and dentistry. Thank goodness that's not the case anymore. Now, when we hear the word barber, we think of someone (usually male) who specializes in men's haircuts. This shift came about as a result of several influences, including the invention of the safety razor so men could safely shave at home, and the decline of beards as a style. The branching off of cosmetology in the twentieth century was another big one - the result being barbershops for men and beauty salons for women. Beards have been making a comeback and there is presently more trending towards unisex salons.

So what can a salon do if they want to encourage male customers to utilize their salon as opposed to going to a barbershop? If one asks men this question, the most popular response is to make sure the environment is male friendly. For the salon, that means things like decor that is not too frilly or feminine, not having too strong of a perfume smell, and male-oriented magazines in the waiting room. Having technicians who have barber experience, including clipper work, is also really important. Short hair cuts can be much more difficult to do as there is less of a margin of error. Educating male customers to the advantages of appointments is another help. Most men, when they need a hair cut, just want to go get it done. However, if time management is a factor, surprisingly making an appointment can be a better choice as sometimes the wait in a barbershop can stretch into hours. And one might not get their technician of choice with a walk-in, therefore possibly not ending up with the results they want.

We are fortunate to have Tony on our staff at Body Mind Spirit. Tony not only has over 16 years experience as a stylist, but he has advanced training with Alterna, Wella, Joico, Kevin Murphy and more. He has also spent time in a family member-owned barbershop. His knowledge and experience helps the salon to be more welcoming to male customers. Some of the added perks Tony offers to his male clients include hot towels, and scalp and neck massages. Because of Tony's influence, the salon has crafted a homemade Lemongrass aftershave which he uses for his clients. Another benefit that Body Mind Spirit offers is that we shampoo our male customers' hair. And

the salon recently had new shampoo chairs installed, that give a full body massage while getting one's hair cleaned, which are getting rave reviews.

We love to have male clientele coming to enjoy Body Mind Spirit. Some of our younger male customers have discovered the bliss as well as the healthy benefits of pedicures and manicures. We're happy about this trend as it means that some of the stigma about what are acceptable services for men is changing and we feel that is a positive thing. So we would ask our female clientele, if you enjoy the service at Body Mind Spirit, why not suggest an appointment to your male family members and friends?

"Absorb what is useful, discard what is not, add what is uniquely your own." - Bruce Lee

"The ones who are crazy enough to think that they can change the world are the ones who do." - Steve Jobs