



# PRESS RELEASE

**FOR RELEASE:**

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## **Cutting through labels**

There's been talk lately about what constitutes a 'real man.' Should he be 'metro' or 'macho?' And what do those words mean exactly? At American Male words like metro and macho don't exist. We cater to the guy who wants to look his best - we don't label our clientele. If a guy wants to look and feel good, he comes to American Male – it's that simple.

"We throw out any stereotyping with our guys. They come to American Male to look their best and to get away from the stress of the day. No matter what profession or kind of work or where he comes from, our guys feel welcome and comfortable in our salon, that's what's unique about American Male," says vice president Jessica Hafetz.

American Male has information and products on-hand to help those guys who think grooming is a quick shower and a shave to those men who spend upwards of 15 minutes getting ready *after* the shower. We cater to the guy who knows what he likes and help him make grooming decisions that fit in with his lifestyle.

Terms like 'metro' and 'macho' will come and go. But the one thing that will never change is the personalized service each guy gets to meet his individual grooming needs.

Find information and locations at [americanmale.com](http://americanmale.com).

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