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“All things change except barbers, the ways of barbers, and the surroundings of barbers. These never change. What one experiences in a barber’s shop the first time he enters one is what he always experiences in barber’s shops afterward til the end of his days.” – Mark Twain

At American Male, a franchised chain of nine nationwide men’s salons operated by beauty-care giant Raylon, golfers at Irving, Texas, shop owned by Chris Martino are fond of a paraffin hand dip, in which warm wax is used to exfoliate the skin and limber up tight muscles. The dip is part of the chain’s Quality Grooming Experience, which includes a shampoo, haircut, mini-facial, warm face towel and scalp massage for a mere \$33.

Most of these services aren’t new health and grooming ideas. They are just being marketed in male-welcoming environments and often given more gender-friendly names to lure men into submission. “Guys have trouble saying, ‘I’m going to get a manicure or pedicure.’ It’s just not very manly,” says Andy Katz, director of business development and salon expansion for American Male, which plans to open 15 additional franchises next year. “That’s why we refer to them as hand and foot detailing. We give them a way to talk about it comfortably.”

The same psychology extends to every aspect of the firm’s operating procedure, right down to the complimentary beer. “Men always want to drink something, it’s a fact,” says Kozma. “That’s why when they walk into a salon, the front desk person should not say, ‘Would you like a drink?’

That allows them to say no because they don’t want to inconvenience the person. Our staff is trained to ask, ‘Would you like to have a soda, water, coffee or how about a cold beer?’ And they don’t say no because it’s not one of the choices.”



a full service salon for guys