

# The Morning Call

## 'The New Barbering Experience' to open in Bethlehem

By Kurt Blumenau

Time was when a Lehigh Valley man got his grooming from a barbershop (or his wife), and his relaxation from a cold beer and ballgame on the radio.

Some still do, of course. But we're also seeing more new businesses devoted to dyeing, massaging, tweaking, pampering and even waxing the 21<sup>st</sup>-century Valley Male.

The latest is American Male, which books itself as the "New Barbering Experience." It is slated to open Monday at 316E. Third Street, Bethlehem.

American Male promotes itself as a place where Joe Average can get his grooming on without being bothered by fruity smells or gossiping women. No, we're not making that up: The company's press release promises, "There are no fruity smells or gossiping women, just a trendy masculine aura and excellent customer service."

The salon's services include haircuts and coloring; eyebrow, chest and back waxing; skin treatments; various types of massage; and manicures and pedicures.

(Memo to Joe: American Male calls manicures and pedicures "hand detailing" and "foot detailing," just so you don't get confused when you see the list of services. After all, to some of us Joes, "detailing" is what you do to a car.)

The American Male chain has 16 stores open or soon to open, including five in Pennsylvania and three in New Jersey. The chain based in Berwyn, is owned by the beauty supplies distributor Rayln Corp. of Reading.

During this month, the new salon will donate \$5 to Habitat for Humanity on every service purchased.



a full service salon for guys

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