

## NBC 5 Special Report: August 16, 2005

### 'For Men Only'

#### Men's Spas Gaining In Popularity

Chicago – One of the hottest new business in Chicago are spas targeted toward men.

The establishments are popping up all over the city and making money by luring men who may not ordinarily seem like the spa type, NBC5's Darren Kramer reported.

"We took away a lot of the foo-foo and put a lot of the macho into it," American Male spa manager Lola Smith said.

The business plan takes traditional women's spa treatments and gives them manly names.

"Sports massage, the golfer's massage – we even do a sports pedicure that is very popular with me," said Natalie Tessler of Spa Space.

Some spas also offer flat-paneled TVs showing sports and ice-cold beers in between the paraffin hand wax treatments, Kramer reported.



a full service salon for guys