

## Salon attracts modern males

By Lauren Weber, The Press-Tribune

For decades, women have basked in the luxuries of foot rubs, facials, hair styling and coloring. But times are changing and today women aren't the only ones who are allowing themselves a bit of pampering.

American Male in Roseville, is one such full-service salon for guys, who want to look and feel their best.

The salon, located on Fairway Drive screams masculinity with rich-colored walls, sports games playing on the flat-screen televisions and exposed black beams. Owner Bill Gearing said it's all part of the plan to make men feel more at ease when treating themselves.

Not only can you get a hair cut, "you can come in, drink a beer and watch some football," Gearing said.

Every customer receives a drink of choice whether it's beer, wine, soda or water, and the televisions can be set for sports or news – anything that makes men feel more relaxed.

American Male offers Stress Relief and Men at Play packages, hand and food detailing, waxing, facials and hair coloring called camouflage. What most men come in for, Gearing said, is the Quality Grooming Experience that includes a haircut, mini scalp massage and facial, styling, a paraffin hand dip and a warm towel.

Gearing, now a Granite Bay resident, worked closely with the salon business in the Bay Area years ago and noticed one stylist at a mostly female salon with a 99 percent male clientele.

"There's got to be a place that men can go to get like services," he said, thinking back to what prompted the male salon idea. Years later, he

heard of American Male in Mountain View and with a little research he opened the Roseville location in March 2007.



Shay Peakes, left, and Shelli Wetzel, right, style owner Bill Gearing's hair.

Pico van Houtryve, The Press-Tribune

About to celebrate their one-year anniversary, Gearing said they have a good core base of customers. And through an incentive program, Pack a Punch, if customers refer five clients to the salon, they get free services for a year.

Fair Oaks resident Steve Shelton originally heard about the salon through Dinner Match, a Roseville-based dinner and dating service for singles.

After that, Shelton was hooked. He's been coming in for the Quality Grooming Experience for two months now and has yet to see other salons in the area specifically aimed at the male.

"It offers other things than a barber shop," he said.

The salon's concept began in 1997 in Reading, Pa. by Howard Hafetz, a leading entrepreneur in the salon business. Gearing was able to take the idea behind American Male and use their tools to start up his business, but design and decorate the salon how he wanted.

Gearing said his salon attracts men from all walks of life and all ages.

“We get college kids, high school kids, the business guy, blue collar men and sales people,” Gearing said. “We get guys that drive up in expensive cars and guys that drive up in trucks.”

The four female stylists are trained in every area of the salon, and are certified cosmetologists. “They’re not just hairstylists,” he said.

Part of American Male’s success, Gearing said, is owed to celebrities like Brad Pitt and society’s tolerance of beautifying men.

“I think with the whole metro-sexual thing, men are becoming more evolved. It’s become more socially acceptable for guys,” Gearing said.

What: American Male

Where: 9951 Fairway Dr., Suite 100, Roseville

Hours: 11 a.m. to 8 p.m. Tues.-Fri., 9 a.m. to 6 p.m. Saturday, 10 a.m. to 5 p.m. Sunday

Phone: 780-2514

Web site: [www.americanmale.com](http://www.americanmale.com)



a full service salon for guys