

## More than just a haircut – American Male – Pampering Time

New salon offers guys facials and hand-waxing

By Jan Hogan

With its first Nevada location opening this month at 2021 N. Rainbow Blvd., American Male is hoping to set the bar at a new level for men-only hair salons.

Partners Rod Kerezsi and Shannon Cummings chose the location because of its high traffic volume,

“We looked for four or five months to find the right place,” Kerezsi said. “A business like ours has to fit in just the right area. We noticed the packed parking lot right away, which is a good thing, and there are guy stores around here, places like Best Buy across the street.”

Targeting the professional male, the salon offers more than just styled hair. A \$35 cut, for example, comes with a paraffin wax hand dip and hot towel service as well as a mini facial.

The partners were still in the process of pulling staff together as of press time.

“We’re hiring the most talented students, whether a guy or a girl,” Cummings said.

Since a cosmetology license is required in Las Vegas to perform a facial, it’s possible American Male will have a roster of mostly female stylists and cosmetologists.

Euphoria Institutes of Beauty Arts & Sciences, one of the largest cosmetology schools in the city, reported all its graduates have been female Kim Harnet-Moore,

Euphoria director, said the school has never had a male enroll.

By October, the new salon should have its license for massages in its private back room. It also offers body waxing services,

The six-station salon emits its own sense of style. It is done in tones of black and tan with a painted concrete floor. The leased space may be a long rectangle, but interior walls are done at a slant, which breaks up any possible monotony.

“We didn’t want it to look like a bowling alley,” Cummings said.

Of course, no men-only salon is complete without a widescreen TV. Expect half a dozen of them at American Male.

Clients who are thirsty will find name-brand beverages – think energy drinks and iced tea – available for purchase at front counter. Besides the hair stations, there are also two dedicated nail stations.



American Male carries product lines like Baxter, American Crew and Redken for Men.

“This is about more than just hair,” Cummings said. “We teach you how to care for yourself, how to style your hair for when you’re home and go to do it yourself.”

The company’s Web site, [www.americanmale.com](http://www.americanmale.com), often has discount

offerings. Kerezsi and Cummings said there's no need to print out the coupon, just mentioning it is enough to get you the discount.

Kerezsi and Cummings are from the East Coast, specifically Philadelphia.

Back there, a tan costs \$3," Kerezsi said. "Out here, its \$15. That goes to show there is more of a demand to look good, that men are more conscious of how they look."

Their Las Vegas store is the 15<sup>th</sup> in the company. Eventually, they plan to open five American Male salons in Las Vegas.



a full service salon for guys