

# The Desert Sun

## Salon geared for men offers amenities beyond a haircut

By Michelle Mitchell

Palm Desert's newest salon has the "boys club" feel of your grandfather's barber shop bolstered by the amenities of a full-service salon.

American Male opened a franchise Friday in the Village at University Park near the intersection of Cook Street and Gerald Ford Drive.

"It's a guy's place, a place to call their own," owner Tom Wooten said.

From the decor to the flat-screen televisions playing ESPN or other guy-friendly stations, everything about the salon is geared to men.

A standard haircut is a 45-minute experience that includes a paraffin hand dip, scalp and face massage, shampoo before and after the cut and style.

"It's completely different," said Jim Robinson of Rancho Mirage, who followed his stylist, Shelly, to American Male.

"It's just relaxing, which is nice."

In addition to a Swedish, deep-tissue or golfer's massage, facials and waxing, the salon offers hand and foot detailing - masculine versions of a manicure or pedicure.

"The male segment of the salon industry is the fastest growing segment," said Jessica Hafetz, vice president of operations with the American Male corporation.

Many men are already seeking these services at other salons, and American Male seeks to create a more comfortable atmosphere for them, as well as for those a little unsure about the grooming amenities.

"I am very confident that once they come through the door they will be wowed," Wooten said.



Palm Desert Sun  
Shelly Blakeley (left), and Rita Maguire of American Male give their customers a head massage at the new Palm Desert salon



a full service salon for guys