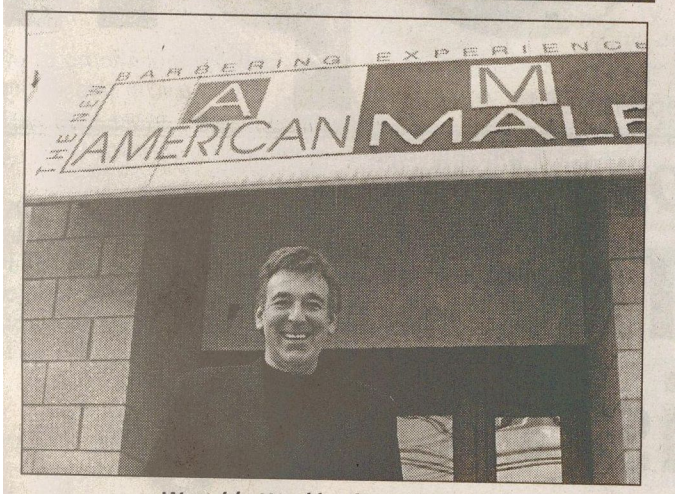
Westside WEEKLY

Business Beat



Westside Weekly photo by Rebecca Winchester
Howard Hafetz, president of American Male and the Raylon Corporation, said his idea to market salon services for men came while having dinner at 3rd and Spruce in West Reading.

Name: Howard Hafetz

Age: 61 years old

Town: Greater Reading Area native

Occupation: President of American Male and the Raylon Corporation, a whole sale beauty supply distributor

Awards: Building a Better Berks Award and Beauty Industry Hall of Fame

Education: Mt. Penn High then on to Rider University to earn Bachelor's degree in business

Accomplishments: President of the Professional Beauty Association ('87-'89), Founder/creator Salon Today Magazine (1983) and American Male, a chain of full service salons for guys (1997)

Background of Business: "One night while having dinner at 3rd and Spruce in West Reading, I got to thinking about 'MEN' and how many barbershops of the past have gone out of business. The idea hit me. As a guy in the beauty industry, I could visualize the future of a huge trend coming where more men begin getting salon services. Most of the barbershops had gone out of business so men had turned to the beauty salon. I started the first American Male salon in 1997 on Morgantown Road as a learning lab for Raylon's customers. It was a working salon and we invited our customers to spend a day learning how to attract more men into their salon, including marketing to men and catering to what men really want out of a grooming experience. The idea caught on and a few more American Male salons were opened in PA and NJ under a licensing agreement. Now nine years later, American Male has grown to 15 salons across the nation from Philadelphia to California. The most recent salon opened in Las Vegas."

Recent Innovations: American Male recently transformed itself into a franchise ensuring that every American Male salon will use the same formula of success to satisfy the grooming needs of every guy that walks through our door – every salon, everywhere. CNBC recently did a segment on American Male and men in the beauty industry – Hafetz made his national television debut on August 30.

Business Hours and Address:
Tuesday-Thursday 11 a.m. – 8 p.m., Friday 10 a.m. – 6 p.m.; Saturday 9 a.m. – 2 p.m.
American Male, 320 Morgantown Rd. Reading, PA 19611

AMERICAN MALE

a full service salon for guys

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