

## His Special Day

By Ruth Weisburg

When it comes to prenuptial pampering, more and more men are saying, "I do."

Spa services and full body treatments are no longer the exclusive domain on women. Men have jumped aboard the tonsorial bandwagon with gusto. And it doesn't stop there. The cosmetic dentistry industry has gotten into the act, catering to a growing number of male clients yearning for a smile as dazzling as their bride's diamonds.

"Let's face it, no bride wants yellow teeth and a white wedding dress," says Dr. Jeffrey Ingber, a cosmetic dentist with offices in downtown Philadelphia and Paoli, and whose client list includes pro athletes, corporate CEOs, TV anchors and entertainers. "And the groom? He's also into teeth brightening, whitening, bonding and dental veneers. It's become the Botox of cosmetic dentistry-affordable, relatively painless and yielding great results."

With noticeable uptick in grooms getting groomed, area day spas and salons have responded with a wide range of services designed specially for men.

"Guys are paying more attention to their grooming," says Jessica Hafetz, owner of American Male in Berwyn, a men's-only full service salon. "It isn't just the bride who is paying extra attention to her appearance before the big day. Many men are booking appointments for hair, nails and waxing. It's no longer considered feminine to get regular manicures or color for your hair."

An additional benefit to looking and feeling better: Getting groomed is a hoot.

"We do many groom's parties," says Hafetz. "These guys have a blast getting pampered."

