

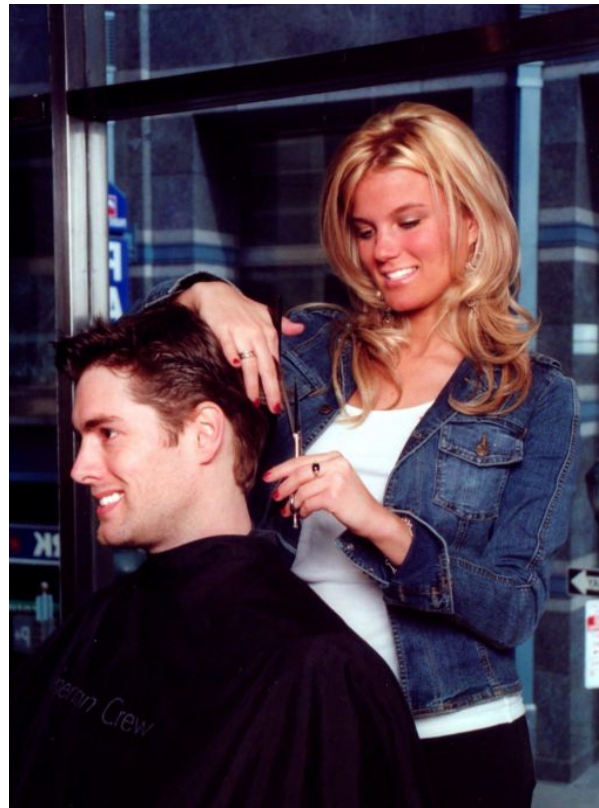
Opening a Men's Styling Salon Better Bet than Ever!

Reports Salon Today Magazine
September 2011

salon today

The economy is actually why:

1. **Pressure** to put off retirement is driving desire by men to look younger and the competition for jobs drives men to want look more professional, as well.
2. **Lifestyle** - as men delay marriage and children, they seem to have more disposable income to spend on themselves.
3. **Perception** -old taboos about men's grooming are dissipating; more men are embracing hair coloring, skincare, nailcare, and waxing services.



**American Male is nation's leading upscale salon chain
just for men that capitalizes on new market trends.
The male market is the fastest growing segment
of the salon business.**