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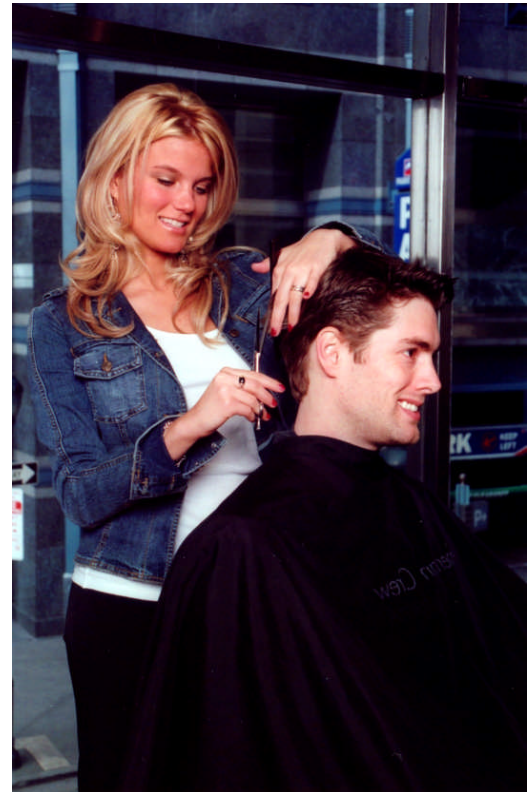
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SATURDAY/SUNDAY, MAY 13 - 14, 2006

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FAMILY

## The 'Me' Mother's Day



The self-givers have caught some business owners by surprise, from a cosmetic dentist in New York, who has several patients getting teeth-whitening as tributes to mom, to a cellphone store in St. Louis, where kids are buying phones to make sure their mothers can reach them. Scottsdale, Ariz.-based skincare chain Dermacare says it's seeing people come in for acne treatments in advance of Sunday (moms think it'll help with dating), while salon chain **American Male** says it has a spike in appointments this weekend by young men scheduling beard trimmings and haircuts to look less scruffy.

By Rachel Dodes



a full service salon for guys