

Your *Guyde* to Good Grooming



a full service salon for guys

Featured Service: Bacne Be Gone

It's the 7th grade, you wake up groggy from studying for your science exam, shuffle into the bathroom one- eye opened and look into the mirror. It can't be!! **A zit.**



For some the problem clears up, for others the problem just moves behind them - literally. The term, as dubbed in the medical profession, *bacne* is acne on your back! This can be embarrassing blemishes or even worse, painful cysts.

Bacne is often the result of a combination of factors including genes and excess sweat and dirt which can clog pores.

This type of acne is often harder to treat than facial acne and is more prevalent in men than women. It is important to follow a few guidelines to help reduce and prevent the appearance of bacne.

What can I do?

Tips on controlling Bacne

- Keep your back dry and clean
- Wear a clean T-shirt when working out
- Shower after working out, before using a sauna
- Maintain a healthy diet - low-fat dairy foods, berries and plums and foods high in Omega-3

It is also important that you receive a clarifying back treatment at least quarterly to help keep your pores unclogged and maintain healthier looking skin.

How a Clarifying Back Treatment works at American Male

You will enter our private treatment room where:

1. Your back is cleansed and toned to remove excessive residue
2. A light massage is then given to stimulate circulation
3. Next, Baxter of California's clay mask is applied to help unclog pores and soothe the skin
4. The mask is removed with a warm towel
5. Finally a moisturizer, Baxter's Super Shape, is applied.

American Male provides a service that is painless, efficient and one that works to help keep your bacne under control. As problems can occur as you age, it is good to start even if you don't have any apparent blemishes. Not only will you leave with a refreshed feeling, you will be helping to improve the look of your skin.

Thankfully, 7th grade is over, but for those with bacne, everyday can feel like grade school all over again. American Male has the answer to your bacne problem. Just give us a call today and schedule your clarifying back treatment. No worries - **"We Got Your Back!"**