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MEHER FATMA

WHAT do you give a metrosexual who has everything? Try forwarding him the address of an exclusive men's saloon and watch his face acquire a glow even before he schedules an exotic facial for the evening. Though parlours for men are not easy to come by — compared to those for women and not considering the five-star hotel variety — the city has sprung up some locations where men can up their beauty quotients in cool comfort. The saloons have new procedures as their USPs and special products as their hallmarks, though men are ready to be lured even with the regular facials and pedicures.

At Gladden in Gurgaon, week-ends run housefull, with more than 50 men visiting the saloon every day. "Almost 60 per cent of our male clientele goes in for facials, pedicures and manicures after the customary haircut," says Ajit Brotia, a hair-dresser. For a relaxing face massage with your pick of facial, you will end up coughing anywhere between Rs 500 and Rs 2,000. There are various pedicures to



Mirror, mirror on the wall: Facials and manicures are enough to lure the metrosexual man to Gladden in Gurgaon

From photo facials to mint packs, men's parlours are whipping up magic to massage their vanity

choose from as well, with the "paraffin pedicure, where feet are immersed in mild hot wax for 15 minutes and rubbed off, being the most sought after", says Brotia.

At the Oxford Cut, a stand-alone men's salon in Basant Lok, mint feet packs are doing the rounds. "Many offices have formal dress codes and the feet end up itching. We apply the feet packs for half an hour and they serve as good stress busters," reveals Kunal, the saloon manager.

New facials or pedicures using unique products are also a good way to attract customers. So the saffron facial (1200+ taxes), introduced this month by Intercontinental The Grand, is proving a hit, as

ADAM'S PARADISE

did the whisky facial (Rs 1000+ taxes) when it was started two years ago.

If temporary relaxing techniques are not working for you, try cosmetology — botox, chemical peels and photo facials — being offered by Dr Navin Taneja at the Asian Roots Medispa, Safdarjung Enclave. "Unlike popular perception, botox has a steady male clientele, with high-profile CEOs coming to us. It has also become a gifting

option these days," says Taneja.

As for the chemical peels, which cost Rs 1,500-2,000 per sitting, "we use fruit acids and other organic acids to rejuvenate the skin", says Taneja. In the photo facial, which costs Rs 1,500-7,500 per session depending on the equipment and the area of face to be treated, the skin is exposed to intense pulse lights.

Recently, Susan's Soaps & More, a Texas-based cosmetic company, has ventured into the Indian mar-

ket, offering a variety of products devoted to men. These range from soaps to almond face scrubs and cost between Rs 550 and Rs 1,550. "During the pre-launch survey, we found that women often bargain but men are ready to shell out for products they are confident about," says Mahesh Singh, who is importing the products. "The lemon grass soap (Rs 650) is the bestseller," he adds.

Gladden Gurgaon

USP: Facials, pedicures, manicures

Oxford Cut, The Men's Salon

Basant Lok

USP: Feet packs

Asian Roots Medispa

Safdarjung Enclave

USP: Botox, chemical peels, photo facial

Intercontinental The Grand

Connaught Place

USP: French pedicures, aroma facials

The Intercontinental Eros

Nehru Place

USP: Whisky and saffron facials