

Real Estate Update: What Homeowners Need to Know Now

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## Massage the Truth

REAL MEN LOVE SPA TREATMENTS.

BY MOIRA C. REEVE

**N**ow that football season is over, a real man can leave his armchair quarterbacking behind and turn his attention to... a mani/pedi? Oh sure, sitting in front of an aesthetician can strike fear in the hearts of many a Laguna male, but a guy's day at the spa is actually a wonderful idea. More and more men are turning to spa treatments and wellness therapies for good reason.

Jason R. Lupton, MD, a board-certified dermatologist in Southern California, focuses his practice on aesthetic-based treatments. "Male baby boomers are increasingly becoming aware of their appearance," he says. "They know there are more non-invasive options available than ever before that will help them look younger, fresher—but still masculine." He adds that men typically gained more sun exposure as young boys due to sports and other outdoor activities. "The effects of ultraviolet radiation on the skin are dramatic, especially in Laguna Beach where our sun is year-round."

Jenny Farrand, a 10-year veteran of the spa and wellness industry who helped launch the spa at beautiful Capella Telluride in Colorado, says that in this dog-eat-dog world, men who don't look their best are wearing bacon pants. "In the competitive world of business, looking young and fresh is getting ever more important," she says. "Spas offering services specifically designed for men ensure that their unique needs are being met." Michael Simmons, a career spa and wellness expert and the spa director at the RockResorts Spa in Keystone, Colo., agrees and goes one step further. "Men are becoming more aware of the stresses in their daily lives," he says. "In this age of being so connected to the world through cell phones, BlackBerrys, computers and e-mails, men are starting to realize the necessity of finding ways to recharge the mind and body."

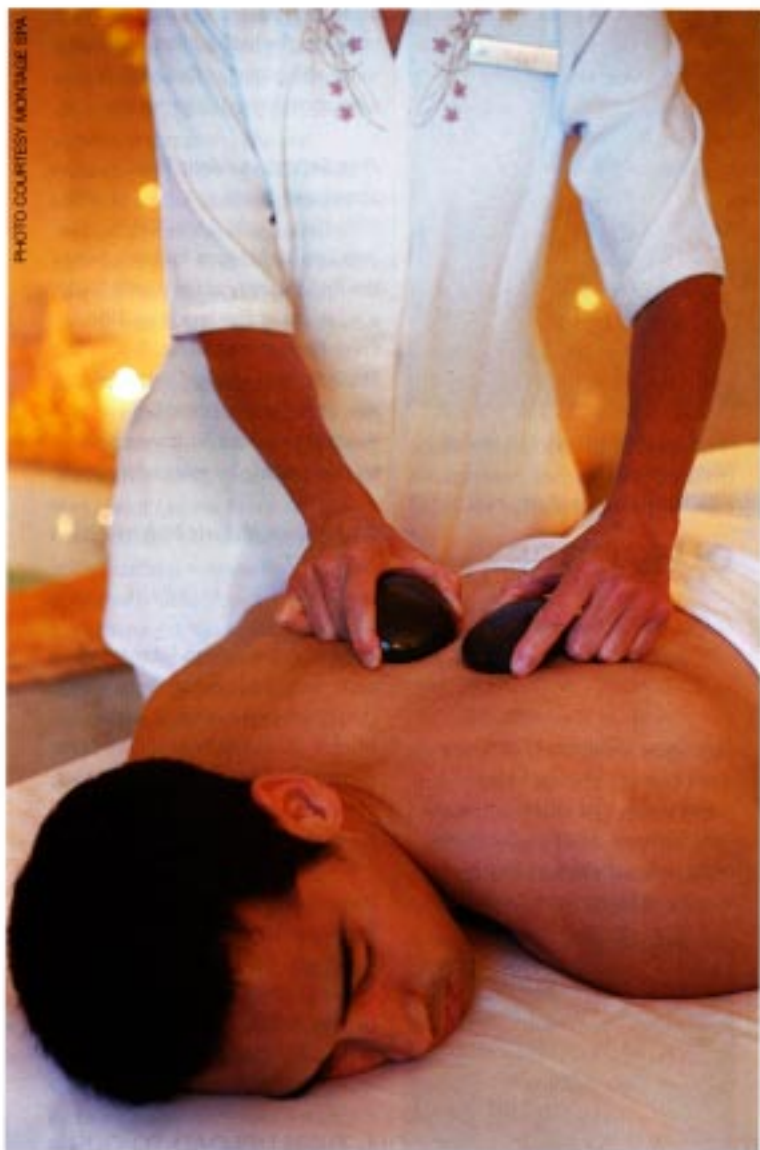


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