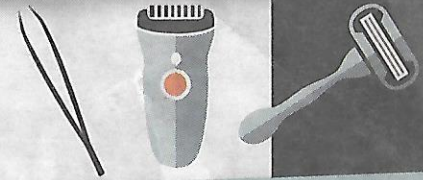




NOT A BLOT ON THE MANSCAPE



BEARDS may still be in full bloom, but when it comes to body hair trends, guys are coming out of the woods.

Blokes are going to new lengths to look and feel good, spending up big on manicures and treatments to shape or rid hair from their bodies forever and are even getting hair and beard implants.

Anthony Savva, director and senior therapist from Archon Spas in Tenerife, says that as the weather warms up, more men are coming in to have their chests and backs waxed and lasered.

"It does become more popular," he says. "Also there are a lot of body conscious guys who have gone



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through a body transformation, from being overweight or unhealthy, and they do it as part of their makeover."

Dean Rowe, 29, an NBN technician from Greenslopes, says that although his girlfriend prefers him with facial hair, when it comes to chest hair, he likes to have a clean workspace.

"In this day and age guys are taking care of themselves as much as girls," he

says. "It's about keeping yourself clean and presentable, I think. It's a winner for everyone."

The most popular treatments for men, says Savva, are chest, back and the manzilian: "It spices things up at home."

The clients he sees are from all different professions, from tradies to barristers to plenty who work in mining.

"What we do is not just waxing. We're almost like a counsellor and a life coach for these people," Savva says.

"I've been doing this for 18 years. I've seen people from all walks of life, all different scenarios.

"A lot of guys do it out of curiosity, some people do it out of dares."

Treatments can from five minutes to hours, with prices ranging from \$10 to \$244, but guys are man enough to handle the pain.

"The most sensitive on a male body are the armpits, the pubic bone, the inner thigh and the back of the neck," Savva says. "The easiest areas of the body to wax are the nostrils, the