



Time Bandits

To keep their skin fighting fit, real men take a “hands-on” approach.
by Beth Landman

VANITY, THY NAME IS... MAN? Though most of us are cutting back on luxuries, men are still heading to spas, salons and the offices of beauty doctors for appearance-enhancing touch-ups and stress-relieving treatments. Nearly a third of spagoers are now male, with about half the spa packages offered tailored specifically to men.

“It used to be women who bought gift certificates for men, but now they come on their own,” says Dorit Baxter, who counts Charlie Rose, John Travolta, Gabriel Byrne and Kelsey Grammer among her clients at her namesake spa. “This year the number of men who come to us jumped by about 25 percent.”

Whether it's to escape stress or gain a better-groomed edge in the competitive job market, men are flocking to these indulgent treatments:

Refresher Facial (\$98): It begins much like a classic shave, with hot towels, only these are soaked in aromatherapeutic peppermint solution to prepare skin for extractions and exfoliation, which gives the face a healthy, fresh appearance. The most addictive part is the face and head massage. *Dorit Baxter, 45-47 W. 57th St., 212-371-4542*

Intraceuticals Oxygen Facial (\$285): A blend of vitamins and hyaluronic molecules is combined with oxygen from a hyperbaric chamber and sprayed onto skin to moisturize, plump and reduce wrinkles. For an extra lift, add electrical muscle stimulation (\$355 for the combo.) *Yasmine Djeradine, 30 E. 60th St., Suite 101, 212-588-1771*

Shiatsu Package (\$190): Pop in for the works—a haircut with Shiatsu shampoo and acupuncture scalp massage, and a shiatsu and acupuncture pedicure—and emerge groomed and aglow from head to toe. *Salon Ishi, 70 E. 55th St., 212-888-4744*

Therapeutic Massage (\$100): One of the best therapeutic massages in town is given by Laurie Towers, who treats many athletes. She's a pro at easing tense muscles that can cause an aged look. *Physical Advantage, 139 E. 57th St., 212-460-1879*

Four-Handed Massage (\$140): Talk about a classic male fantasy—two therapists work simultaneously during this perfect lunchtime escape (sorry guys, it's only therapeutic). The place is clean, professional and, befitting these times, extremely reasonable (the treatment can cost \$400 elsewhere). *Graceful Services, 1095 Second Ave., 212-593-9904*

The “Tummy Tuck” (\$95): Reduces love handles or belly fat via ultrasound followed by noninvasive suctioning. *Townhouse Spa, 39 W. 56th St., 212-245-8006*

Botox Injections (\$500-\$1,200): It's the quickest way to erase deep furrows. *Park Avenue Skin Care, 1130 Park Ave., 212-369-9600*

Intense Pulsed-Light Treatments (\$800): This full-face treatment minimizes brown spots caused by overexposure to sun during, say, golfing or boating. *Dr. Andrew Jacono, 990 Fifth Ave. 212-570-2500*