

"Our idea was to open a spa and products store catering only to men," said Anderson. "We found out that guys represented one-third of the spa-goers, consisting of more than \$4 billion a year. We recognized this as a significant and growth market..."

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Full of Moxie, Laguna store hails as the only men's spa in Southern California.

Ryan Anderson and Helene Ton want to bring back the concept of the old-style barbershop – only they want to do it with a modern twist. As former tech executives in the Silicon Valley, the couple led busy, high-stress lives as entrepreneurs, developing ideas into businesses and then marketing them. Frequently, Ton, 35, sought relief getting facials, massages and other relaxing treatments. Anderson, 33, wasn't far behind her. "She (Helene) dragged me into it the first time," said Anderson. "Then it was me wanting to go back. Once I experienced the services, I pursued the appointments." Anderson said getting facials wasn't just relaxing, it also made him look and feel better about himself.

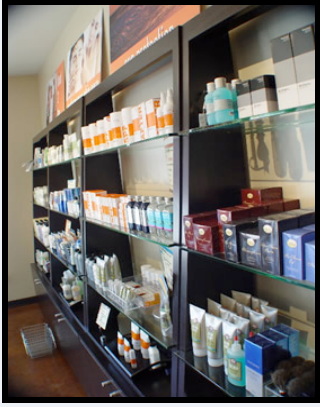


Photos by **SAM GANGWER**/Laguna News-Post

According to Forbes Magazine, male-minded skin care and hair products are beginning to flood the market. Most larger cosmetic companies now offer an assortment of products for men. "A key trend that International SPA Association continues to track is the influx of men going to spas," said Lynne Walker McNeese, executive director. "Our study reports that men account for 29 percent of spa-goers. Men are frequently exposed to the benefits of spas by their wives, girlfriends or moms, and once they have that first spa experience, they are hooked. There are also a handful of men-only spas in the U.S."

Anderson and Ton opened Moxie For Men this weekend and say it is the only men's-only spa in Southern California. Located near the heart of downtown on South Coast Highway between art galleries, restaurants and hotels, the couple thought Laguna Beach would be a viable launching place. "We looked around Orange County and we noticed that men seemed to take good care of themselves," said Anderson.

Men's needs are different from women's needs, their skin is often tougher and oilier, their hair needs a different type of attention and men have daily shaving requirements. "If you want something done right, you have to go to someone who does it," said Anderson.



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"Metrosexuals":

Recently, marketers are heralding the arrival of the "metrosexual," a term coined by British culture writer Mark Simpson 10 years ago to describe an urban straight guy who knows his way through a fashion magazine, likes to shop and has a lot of money he isn't bashful about spending on himself. Anderson, who enjoys preserving his looks and doesn't mind spending money to do it, said he thinks the term has become overused. "I'm not a metrosexual, I just enjoy looking good," he said. "I also like drinking good wine and fine liqueur rather than just a regular beer."

Anderson and Ton decided to start their plunge into the men's market by first offering what they call the "largest selection" of male care products via the Internet. Launched a year ago, sales have been amazing. "We had people placing orders in the first week the Web site went up," said Ton. "Areas of the country and world we wouldn't have expected bought products from us." Following their success, they began talking with product representatives and businesses that offered services similar to what they had in mind.

The Grooming Lounge, a men's-only spa in Washington D.C., has been open since March, 2002. Their services have been so in demand they're opening another one in McLean, Va., an area considered to have the largest concentration of professional services on the East Coast. "It's very old-club-like and very masculine with dark mahogany wood," said Arlie Morgan, a spokeswoman for the spa. "We have televisions mounted where we play ESPN and CNN. It's very private. I think a lot of men are uncomfortable seen getting spa services. I think a lot of men don't want to own up to being into their appearance. In Washington, especially, men are so conservative. Once we get them in for a haircut or a hot, lather shave they're more into getting a facial, foot treatment or back wax."



Services offered:

Hot towel shave: Consists of multiple hot towel treatments and a series of products to cleanse, moisturize and revitalize your skin. It also includes a mini facial that opens pores and lifts up the hairs that can become ingrown.

Hang-over remedy: For men who have been pushing the limits of work or play. Treatment helps relieve the ache and strain of your eyes and minimize lines on your face. The skin care begins with a deep facial cleansing, followed by a rejuvenating hydration mask. An under-eye treatment formulated for men will minimize puffiness and dark circles as it soothes and tones the delicate skin beneath the eye.

Signature men's facial: A full hour of cleansing and exfoliation. A hydrating mask with firming and toning components is applied.

Forever young: An intensive enzyme peel removes the skin that can build up and lead to acne, breakouts and wrinkles. This treatment has an anti-aging component.

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