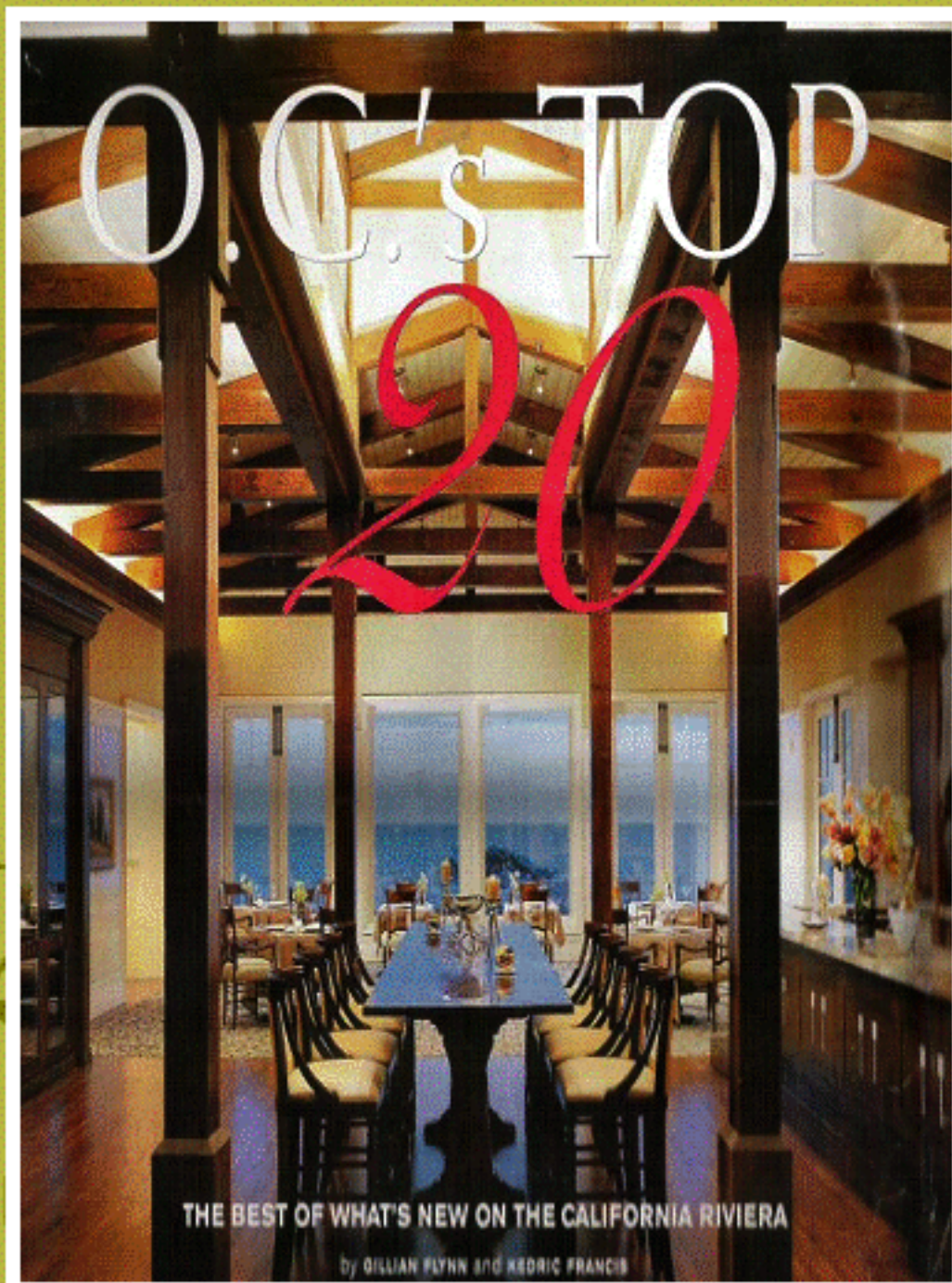




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ALL IN A LATHER

No *Cosmopolitan*s! should be the slogan for Moxie/For Men, a new salon and spa in Laguna Beach providing facials, pedicures and hot-lather shaves as part of its beauty services. It's just another sign that metrosexualism, in all its self-absorbed glory, has arrived in OC. (Garys, the venerable men's store at Fashion Island, even boasts a new beauty section with fancy toothpaste and luxe skincare.) Located on PCH in Laguna, Moxie is decidedly all Man with a plasma-screen TV, earth-tone colored walls—and beer. It graces the bottom floor of a new small hotel, In Vogue, slated to open this summer. A preferred annual membership costs \$495. *Moxie/For Men*, 690 South Coast Hwy, Laguna Beach. 949.715.9408

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