

## **Manscaping for London Metrosexuals.....**

*Come on guys follow the waxing revolution.. Get yourself to your local waxing studio and wave goodbye to all that body hair.. get the new cool smooth look..*

**Aug. 2, 2010** - [PRLog](#) -- Manscaping for Metrosexuals....

Over the last few years we have seen many changes in men's fashions and trends...from clothing, hair styles, jewellery and more recently male grooming... In particular male waxing.

Just few years ago it was not common practice for men to use so many face care products, hair care ranges, and general body grooming products but how things have changed..Skin care suppliers have marketed exclusive product ranges for the male grooming industry..

In days gone by a few bottles of aftershave and some hair gel where the basic essentials of the average mans bathroom range... now we have pre and post shaving products, skin toners and moisturisers, eye creams and gels, hair waxes and a huge range of male hair care products, and that's just in the bathroom cabinet, and not counting what's inside the man bag!!.

With this we have seen the biggest area o change in male body grooming... hair removal for men. From the simple and popular male back wax, or a chest wax to the intimate male Brazilian waxing treatments.

More and more men are following the trend, are de -fluffing... mowing their lawns... and acquiring the cool smooth look that has been favoured by celebrities like Beckham and Renaldo to name but a few.... Follow the waxing revolution at London Male Waxing.

Male waxing treatments used to be only for the bodybuilders, sportsmen's and male models, now clients come from all walks of life from brokers and builders to lorry drivers and lollypop men... it's an increasing trend that more and more men are following...

Male grooming therapists up and down the country have seen an increase in the number of male waxing treatments, with most of the leading wax companies launching their own brand of waxes suitable for the male market, with cool masculine wax colours and fragrances and a range of aftercare products that appeal to the male consumer.

At [www.london-male-waxing.com](http://www.london-male-waxing.com) , I provide an exclusive male grooming service from a luxury home therapy studio. No hustle and bustle of a busy salon, a dedicated treatment room with appointment times to suit.

As a consumer myself of body treatments I generally felt more comfortable in a private therapy studio rather than the busy salon environment, and for that reason when I set up my business in Islington, I found a good central position with good transport links, it's essential that clients can get to you easily, and as its a 6 minute walk from either the Angel tube station (Northern line) , or Highbury & Islington (Victoria line)then it's a perfect location. I offer appointments at times to suit, and have several late evening appointments to offer greater flexibility for clients.

My treatment room is spacious, clean bright and professionally laid out, the images on my website are pictures of my studio so you can see the environment that your treatment will be carried out in.

On your arrival I greet all clients with a warm and friendly welcome. Confidential client consultation forms

need to be completed on your first visit, and just updated if things change on further appointments. For virgin waxers I take a little extra time to explain more about the process involved and to allow you to ask any questions etc...Appointments are offered daily and timed appointments ensure you get the treatment you require without delays or interruptions.

I only use two methods of waxing, strip waxing, and non strip waxing, and the waxes I use are part of the perron rigot wax product range.

Strip waxing is used for general body waxes, back, chest, arms and legs, with the non strip waxing methods used for the more sensitive areas.

The non strip waxes are applied directly to the hair with a spatula, and as the wax dries it shrink wraps the hair and when removed it is less painful as no pressure is applied to the areas with paper strips, the areas suitable for the non strip waxes are the intimate areas, underarms, neck /hairline, brows nostrils and ears... Non strip waxing is a more favourable hair removal method for coarse/dense hair areas, and is considered a much less painful waxing method.

At London Male Waxing studio I also retail a range of aftercare products suitable for your maintenance programme; these include Japanese wash cloths, sterex creams and witch hazel gels, PFB (ingrown hair gel) scrubs, and a range of perron rigot after waxing creams and gels. .

With all hair removal methods its essential we follow the basic principles of aftercare to help keep the clean smooth look.. Spots and ingrown hairs, which have been the fear of men for years, can often be avoided if clients follow good practice guidelines given to all my clients after their treatments.

I also provide every client with a free aftercare starter pack... So you will leave fully briefed and you know how to look after your new image... All insurance companies require us to provide aftercare advice for our clients.

So guys call it what you may.. Manscaping, male grooming, male waxing, male intimate waxing, or the infamous BSC waxing (back sack and crack) it's all available as part of your body grooming treatments.

In addition to waxing for men, I also provide a range of body scrubs, facials, ear candling, massage therapies, clippers and body shaving services... so it's a one stop shop with something for everyone.

Check out my website for details of the treatments, there is a PDF file which explains the booking process a bit better and includes link to a few websites that may answer some of those questions you have about waxing... Look forward to hearing from you at some point...

Jack Dunn

[www.jd-spa-therapies.com](http://www.jd-spa-therapies.com)

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London Male Waxing is owned by Jack Dunn, and was set up in 2008.. Providing an exclusive male

grooming service from a dedicated home waxing studio is Islington London N1...

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