

**ISSUE:** Spa times are inconvenient for men. **SOLUTION:** “Men prefer early in the morning before work or later at night after work,” says Pilon. “This is why opening at 7 a.m. would be a great opportunity to attract a male clientele.”

**ISSUE:** There is a lack of education about spas and professional products. **SOLUTION:** “The best thing esthetic professionals can do is educate men,” says Shannon Esau, CEO and national educator at Rhonda Allison Cosmeceuticals. “Talk to them about the ingredients commonly found in over-the-counter formulas that could be doing more harm than good. Demystify the notion that skincare has to take a lot of time by showing them what an easy starter regimen might look like. You can do this while they’re in the treatment room, through your blog, or by partnering with other area businesses like gyms or nutrition shops to deliver educational content.”

**ISSUE:** Men have a lack of time to devote at the spa. **SOLUTION:** “Men want simplicity,” says Esau. “Express services are a great way to get first-time spa-goers in the door. In 30 minutes, you can deliver an effective treatment that will allow them to experience the rejuvenating, relaxing, and skin benefits. Following the treatment, send them home with an easy three-step system composed of multitasking products so they begin to realize that skincare doesn’t have to be a major investment of their time.”

**ISSUE:** Marketing materials target women. **SOLUTION:** “Like the services your spa offers men, your marketing materials must be similarly straightforward and bold,” says Esau. “Spas should promote the idea that everything about the treatments and products are geared specifically for men’s skincare needs—from ingredients to ease of use to the serious results.” ●

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