

Treatments

Four Services That Attract Men To Spas

BY [NICOLE ALTAVILLA](#)

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While men are no strangers to spa, their needs differ from those of women. // Photography: Getty Images

While men are no strangers to spa, their needs differ from those of women. Here, we asked some experts in the male grooming industry about the products and treatments that men are most attracted to in today's spa:

What products are most attractive to male spa-goers?

“Products that serve a dual purpose and simplify the overall process of skincare tend to be the most popular. For instance, cleansing pads tend to be popular for men on the go or avid gym-goers. Men are also looking for products that deliver UV protection, rejuvenation, and reinvigorate the senses all in one package. On that note, men tend to be drawn to products and treatments that provide a reinvigorating sensation.” —*Shannon Esau, CEO and national educator, Rhonda Allison Cosmeceuticals*