

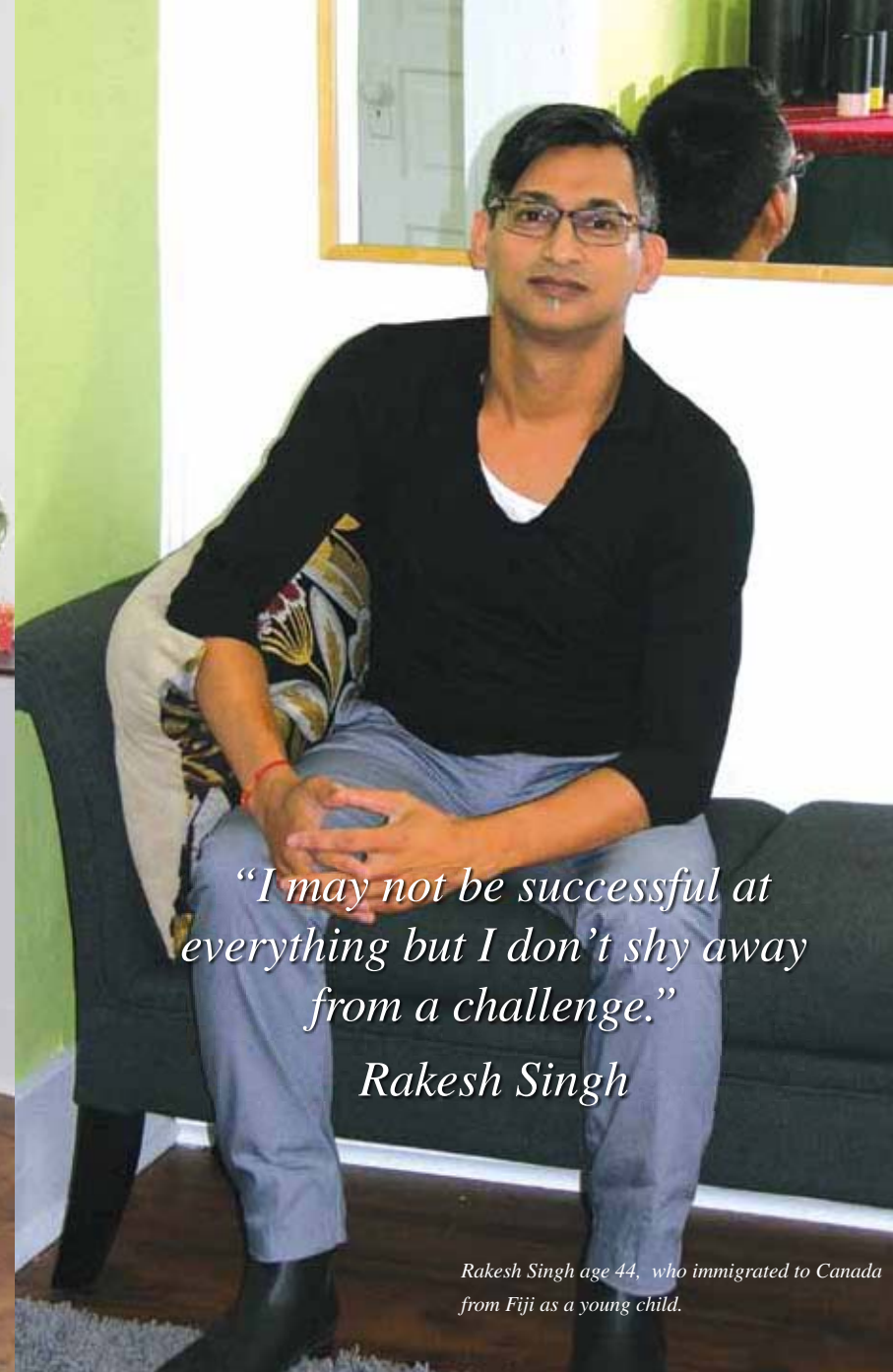
Spa Allure – Is it a Man's World?

A look at Men in the Spa - Male Aestheticians

By Mary Hughes



Rakesh Esthetics



"I may not be successful at everything but I don't shy away from a challenge."

Rakesh Singh

Rakesh Singh age 44, who immigrated to Canada from Fiji as a young child.



Brian Lisicky age 26 currently works as an aesthetician at Bodé Spa for Men located in Ottawa, Ontario

Bodé Spa for Men

Most of us who enjoy spa-ing have most likely had females look after our nails, feet, facial and body treatments. It is certainly not unusual to have a male massage therapist at a spa and, by the way, males still dominate a good portion of the massage industry these days.

Could you imagine having a guy give you a facial or a pedicure? When researching this story I found very few male aestheticians across our country. However the few I did find have extraordinary stories to share.

Meet Rakesh Singh age 44, of Rakesh Esthetics who immigrated to Canada from Fiji as a young child. He completed a busi-

ness degree by the age of 22 (to please his parents) but it was Heather Mahy of Les Beaux Visages in Prince George, British Columbia who introduced the love of the beauty business to him at a young age. Rakesh attributes his career to Heather for all her knowledge: it inspired him to get into the business.

That led him to study makeup artistry at Blanche Macdonald Centre in Vancouver in 1998. He worked in the makeup business for Clarins for two years. He relocated to Toronto in 2000 with his partner. He continued his work representing the Clarins line and then fate changed.... Three years later they were off to the country and we mean the boonies, two hours north west of Toronto, a far cry from city life.

"After we moved I was in the middle of nowhere without a car for the first three months then once I got my own vehicle, I worked as a server to get to know the area and then it hit me – I wanted to be in aesthetics and enrolled at Gina's College of Advanced Aesthetics in April 2004." While at school he worked part-time at a spa that required he commute one and a half hours each way. He worked at various spas upon graduation and at a natural skin care company but it wasn't enough. He ventured into his own business in 2007.

Located in Elora, a small village in southwestern Ontario "I want to spoil people rotten with time. My business model is to assist, enlighten and have an unparalleled experience with service."

He welcomes all clients. Women make up most of his current clientele.

His spa offers an intimate experience. At the current time it is only Rakesh performing aesthetic services and it has a wonderful charm of country meets urbania!

www.rakeshesthetics.com
519-846-9997

Meet Brian Lisicky, age 26, who currently works as an aesthetician at Bodé Spa for Men located in Ottawa, Ontario.

He is a graduate of Elmcree College, in Toronto, from the Professional Spa Therapist program. He was the second male in Canada to graduate from that class in 2010, which is a 10-month intensive program.

Brian got into the business because as

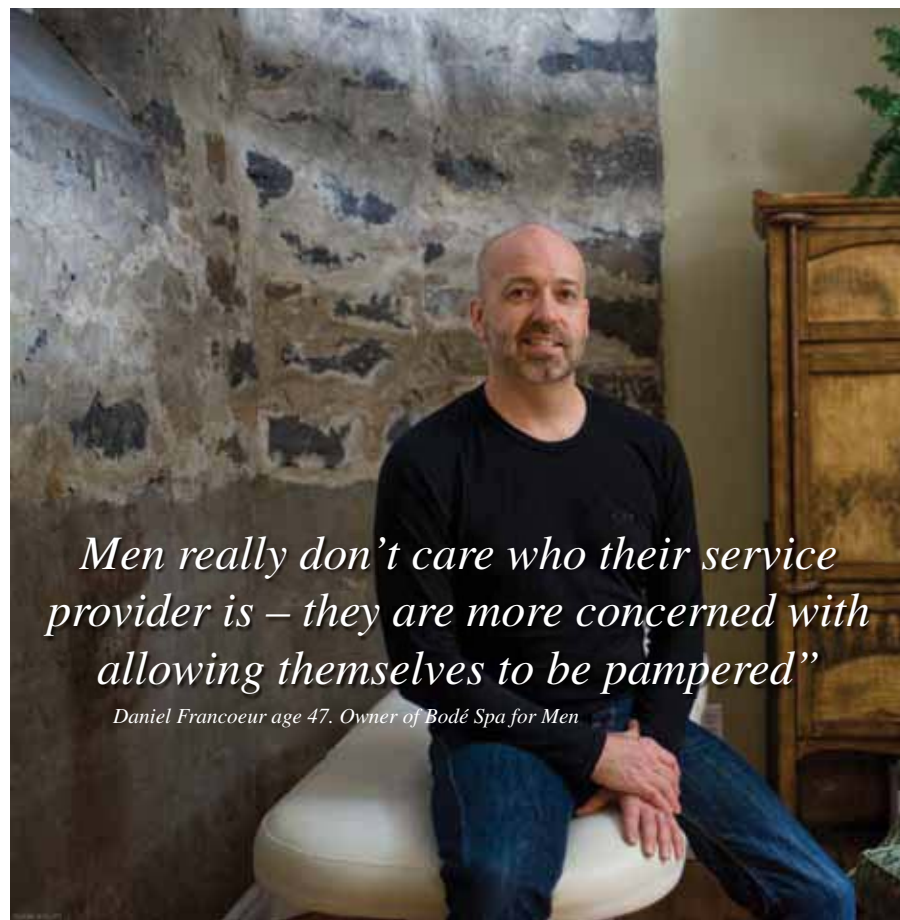
a youth he had a variety of skin conditions like Rosacea and acne. He was always interested in looking for cures and treatments for his skin conditions.

Originally he had intended on being a massage therapist but once he got to Elmcree College he reviewed the spa therapist program and felt that was a better fit for him, as he knew that he wanted to work with people and wanted them to feel good about themselves.

Most of Bodé spa clients are (90%) male and they feel quite comfortable having a male work on them. Brian is known for his waxing but his favorite treatment to give is facials. Brian's specialty is skin care and helping with those issues that men suffer from.

Brian says, "Traditionally aesthetics is a female dominated profession and now that men are looking after themselves better, you will find more and more male aestheticians going into that profession. It is ok for them to be a part of this line of work."

Brian offers advice to those men thinking of going into the spa industry: "If you love to help people it is very rewarding and be prepared to give a lot of yourself. Sometimes clients needing not only the Aesthetic work but emotional support as well."



Men really don't care who their service provider is – they are more concerned with allowing themselves to be pampered”

Daniel Francoeur age 47. Owner of Bodé Spa for Men

Also meet Daniel Francoeur, age 47. Owner of Bodé Spa for Men he has been in the spa business for 16 years.

Daniel started his career at the School of Canadian College Ortho Therapy in Ontario for massage therapy and worked as a massage therapist. He owned a country retreat outside of Ottawa called Little House Spa. There his male clientele grew to 40% and from that Bode Spa for Men was born (by the way Bodé also accepts women, so ladies don't feel left out!)

Daniel says, “In our setting male aestheticians can tell female clients the ‘truth’ about their skin and females appreciate the male perspective.”

When a friend convinced him to take aesthetics, he apprenticed for a while to get a feel for it. He then enrolled at the Ottawa Academy for Aesthetics.

Daniel currently sits on the Advisory Board of Algonquin College and he wants to implement a male course at the college. He is also passionate about getting the aesthetic graduates all licensed, similarly to the hair salon/stylist business.



Bodé Spa's first philosophy: Spa for men by men. While women come here - for the professional service, Daniel points out they enjoy all the services, even Brazilians.

“We teach our clients how to care for themselves at home and to use the products properly. Men almost have to be better educated because we have to try harder and prove ourselves more,” Daniel says. “So we talk about skin, procedures, product knowledge – we have to know our stuff.”



Bodé Spa for Men

Daniel says he meets so many people all the time, “We never know who is coming through the door. It is so satisfying to see someone come through the door in one state (all tense) and then leave all relaxed. We know we did our job!”

www.bodespa.com
613-565-2633



Manscape Spa



*Doug Janczyn: age 30 works at Manscape Spa
Victoria, British Columbia*

Meet Doug Janczyn: now age 30 and living in Victoria, British Columbia.

In his former life Doug was doing quite well at business to business sales consulting. He even had an in-home retail business. Looking for a change, however, he took inspiration from the fact that he had always enjoyed working with his hands. While carpentry didn't interest him, he was always told that he had a ‘good touch’ and a relaxing aura about him. In fact, he had the ‘healing touch’. He chose to become an aesthetician and spa therapist.

His formal education was with Blanche MacDonald. In Vancouver, all in a one-year intensive diploma course, he studied aesthetics: nails, skin care, facials, and spa therapy, which encompassed relaxation treatments, body wraps, and massage. Now he is at Manscape Spa, an all-male spa located in the Victoria Conference Centre next to the Empress Hotel. He has been in the business for two years and has never looked back. He says he's surprised “how much I have taken to it and enjoyed it. I never knew I would find it to be so rewarding.”

His specialty is facials, but back waxing is a close second! “I always have to work

hard to sell a facial, as guys don't sign up readily for that,” he says.

Manscape Spa has an all-male clientele, with services offering traditional aesthetics, skin tightening, photo rejuvenation, fat removal through Cavitation (ultrasound that removes fat), and massage. Although he has a table at home for his female regular clients, being a tall man with a larger framed body size he feels working on men is a better fit.

“Women shy away from working with men.” However, Angie Barnetson is the General Manager of Manscape, and was the principal at his college. She was “one of my mentors,” says Doug, “and I have had a fantastic experience. I feel I have ongoing support even after I've graduated.”

The challenge? He says, “This industry takes a lot out of you and you need to reserve some time for yourself. If truth be known I have the ugliest feet and just don't get around to doing them!”

Manscape Spa
Victoria, British Columbia
250-590-8656
www.manscape.com