

By Daniel Francoeur and Robb Gorman

SUMMER BODY CARE





› BEACH SEASON IS FINALLY UPON US, AND FOR MOST GUYS, IT REALLY IS THE MOST WONDERFUL TIME OF THE YEAR. BUT WITH THE MERCURY RISING AND CLOTHING SHED TO A MINIMUM, THERE ARE A FEW THINGS MEN CAN DO TO GET THEIR BODY BEACH READY.

In our style obsessed world, gone are the kinder, gentler days when men could expose their fish-belly whiteness and homely patches of body hair. While we absolutely support and applaud those who embrace themselves au naturel, we also understand that guys are under a lot of pressure to look great - especially when hitting the beach or chilling out poolside.

As the duo behind the country's hottest spa for men, we know a thing or two about body care. Here are some choice questions - and summertime topics - we face on a daily basis.

MANSCAPING

Q: *Why should I care about manscaping?*

A: Simply put, manscaping can better your look, and visibly improve your physique. This, of course, depends entirely on the part (or parts) of the body that you are targeting. You don't need to jump into a vat of wax to make some pretty dramatic changes. In fact, waxing is only one method we use to 'scape.

To explain the process, let's run with an extreme scenario. If every square inch of your skin is blanketed with thick, coarse and bushy hair, your body is essentially obscured beneath a canopy of fur. Perhaps your underlying topography is hard, chiselled like a mountain of rock. Or, perhaps your terrain resembles rolling hills and valleys.

Who knows? This is where the manscaping process comes in. Manscaping is a mash-up of studies in anatomy, geometry, and the principles of light and shade, applied to your body with a number of techniques. Clipping, waxing, shaving and sugaring are the most common ways of 'scaping.

Laser Hair Removal is also gaining momentum, but remains risky and price prohibitive for most.

Let's start with the obvious. Regardless of your physique, a back 'fro is never the 'hairstyle' of choice. We suggest clipping this down or waxing/shaving/sugaring it right off. Unless your lady loves it, there is no excuse for back hair.

The physically gifted will likely want to share the rewards of their endless hours at the gym. This is not to say that one's physical prowess cannot be embellished. We suggest clipping chest hair down to a length that allows for full admiration of your perfect pecs. Should you wish your six-pack to cause a stir, we suggest either clipping your stomach area or opting for a clip/wax combo. Both will draw the attention you crave.

Leaving light fuzz or an existing 'treasure trail' will create a little shadow, and help a guy appear more defined. For those unfamiliar, the 'treasure trail' is the line of hair that runs from the middle of your chest, down to the pubic area.

For the gentlemen whose physique is a work in progress, you will benefit as much - if not more - from a little body hair maintenance. Use these techniques to de-emphasize areas that bother you. You may want to try a partial clip, rather than a full body wax.

PRODUCT RECOMMENDATIONS



BODY EXFOLIATION:

The Aromatic Wood Body Scrub from THANN is an effective and moisturizing exfoliant, featuring rice bran oil, a superstar antioxidant and natural sunscreen. Essential oil based, the product absorbs instantly with the excess rinsing off in a flash. www.thann.ca



FACIAL EXFOLIANTS:

Daily Microfoliant:
Sweat, City, Oils, Sunscreens... most of us can use a little extra exfoliation in the summer months to keep our mugs looking fresh, if nothing else! Dermalogica's brilliant rice-based enzyme powder, Daily Microfoliant, is a true classic and remains a pioneering skin care product. www.dermalogica.com

Doux Satinage:
For drier and hypersensitive summer skins, Laboratoire Dr. Renaud's Doux Satinage is an awesome enzymatic exfoliant in a rich gel formula. Gentle and uncomplicated, smear it on and 10 minutes later, rinse it off. www.ldrenaud.com

FRIDGE-MAGNET:

Here's a tube of skin lube to keep in your fridge door. Natigène is a collagen gel moisturizer that is amazing when whipped out of the chill-chest and used as an eye gel, sunburnt face soother or as a super-hydrating secret night treatment www.ldrenaud.com.



Below the waist, quite frankly, manscaping will make everyone look like the big(ger) man on campus.

Now, before you reach for the clippers, or a razor, or drugstore waxes or depilatories, take heed. We often see the manscaping calamities, catastrophes and casualties of the 'DIY Guy' or the well-meaning girlfriend. Please. When in doubt, let the Pro get their groom-on. It's a safer bet.

Q: Waxing vs. Shaving?

A: There are two main benefits to waxing over shaving. Waxing removes the entire hair follicle, including the root. This causes damage to the 'hair machine'. Within a few waxings, the hair becomes finer and, over time, hair production is drastically reduced - in some cases eliminated altogether.

The immediate benefit is a longer time hair-free. And, with a 'Brazilian' or butt waxing, there isn't any of the itching that comes with shaving. By removing the hair completely, not just cutting it, the hair that regrows is soft, not sharp-edged.

Q: Can Manscaping make me look younger?

A: Hell yes! Here are three simple things that can take YEARS off your mug:

GUYBROWS

Nothing ages a guy quite like runaway eyebrows. And nothing says 'sexy' quite like brows crawling up your forehead, or reaching out to touch the person beside you. It's time to stop letting your barber mow them into uniformity. Get yourself some brow therapy.

This is one thing you won't want to try at home. Take the plunge and go see an aesthetician who is experienced with guybrows. The only thing worse than unruly eyebrows is the always-surprised, over-arched Britney-brow. No thanks.

NOSE HAIR

Please, enough with the demon octopus sneaking out of your beak. Snipping and clipping just isn't enough to tame these beasts. Exorcise them already! We all know that yanking one nose hair is like a sharp jab in the face. Your eyes tear up as you scream obscenities at yourself in the mirror.

Surprisingly, having all of them yanked from the inner tip at once... doesn't hurt at all! Promise! It's a bit of a jolt the first time, but painful it is not. This tip also requires a quick trip to the aesthetician.

EAR HAIR

When the steam coming out of your ears is actually hair, and your earlobes seemingly attach to your head via ear-ivy, it's time to seek professional help. A quick wax will take care of this problem in no time.

Facial hair - in all the wrong places - will weigh you down, making you appear more tired, and aged. A little wax and a quick trim will work wonders for your look. Some say it could even match the benefits of a surgical facelift!

Q: How much does waxing hurt?

A: There are so many variables to this equation. Generally speaking, waxing is not comfortable, but, if done well, shouldn't be nightmare inducing. Firstly, waxing is NOT what we saw on 'The 40-Year-Old Virgin'. That single scene set our industry back about 40 years! This is exactly how not to wax; and further, how not to wax a guy.

A lot of women may call us wimps, but, to an extent, they're right. A man's body hair is thicker, coarser and more deeply rooted than hair found anywhere on a woman. Hairs on the chest and upper back have the deepest roots - second only to pubic hair - and are rooted in skin that is 20 percent thicker than that of a woman.

Another factor in the pain equation is the type of wax used. At Bode Spa for Men, we use six different types of wax. This ensures the best match to hair and skin type, reducing the inherent pain, and lessening the chance of post-waxing reactions.

For those visiting a more mainstream spa - or, Heaven forbid, insisting on waxing themselves - here are two things you absolutely need to know:

1. Apply pressure after the strip is removed. Real. Firm. Pressure. This confuses the nerve endings and drastically reduces the discomfort. Ask for it. Demand it.
2. After-wax care for men is critical! For the remainder of your post-waxing day, working-out, pools and hottubs are absolutely forbidden. Your pores and skin are open, and engaging in these activities is just asking for bacteria to come in. The following day, all normal activities can resume.

Secondly, try to keep your freshly waxed skin out of the sun for a few days. Give it time to stabilize before you go tossing UVs into the mix.

When cleansing, ditch your washcloth and get yourself a buffing cloth (this applies to everyone!). Made of nylon, these cloths are similar in texture to the exfoliating gloves you can find in most drugstores, but are sold in sheet form. They are inherently antibacterial and antimicrobial, dry very quickly and are PERFECT for scrubbing your back. If you can't find the cloth at your drugstore or a specialty bathing shop, exfoliating gloves will suffice until you do.

Body exfoliation is your new mantra. Everyone. Every day. Everywhere on your body. And guys, you don't need to draw blood with your scrubbing. Go easy. Let the cloth do its thing.

Remember to moisturize your entire body - especially where you wax - after you've showered. If you don't have anyone to help get that cream on your back, do it as best you can. Try putting cream on the back of your hands and wiping your mid/lower back.

Why all this after-wax rigmarole? Waxing is an assault on the skin, and to the hair follicle. If you're not exfoliating, removing the dead skin and moisturizing to keep that skin hydrated and pliable, you're going to get in-grown hairs, bumps and 'zits'. Chest, back, butt and the area south of your navel are the major points of concern. Everywhere else tends to remain trouble-free.

And with your perfectly manscaped physique, don't forget the sunscreen! Remember that body hair won't shield you from harmful UV rays. Without sunscreen, you run the risk of permanently damaging your skin.

**A LITTLE CARE GOES A LONG WAY!
HAPPY SUMMER!**

DANIEL FRANCOEUR AND ROBB GORMAN ARE THE DUO BEHIND OTTAWA'S BODE SPA FOR MEN, THE COUNTRY'S LEADING MALE-DEDICATED SPA. BOTH TRAVEL THE CONTINENT, TEACHING PROFESSIONALS ABOUT THE VIRTUES OF MALE SPA CARE. FOR MORE INFORMATION, VISIT WWW.BODESPA.COM



MANSCAPING AFTER-CARE:

Dermalogica's Body Therapy triple-threat. The Ultimate Buffing Cloth is just that. Add a quarter-sized pump of Conditioning Body Wash and you have the Granddaddy of all exfoliating body cleanses. Exceptionally light and greaseless in texture, the Body Hydrating Cream is second to none. This cream contains mild Alpha-Hydroxy-Acids, which gently exfoliates as it hydrates and soothes. PERFECT for Manscapers! www.dermalogica.com