



What's HOT in the World of Beauty

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Male Safe

ough hair may be advancing your work goals, but this summer, laser hair removal is a hot new trend. It's a painless procedure that uses a laser to target and destroy the hair follicle, preventing regrowth. It's a one-time investment that can save you a lot of money in the long run. For more information, visit www.laserhairremoval.com.

By Kristi Price

VIEW TO A GROOM

"When it comes to shaving, less is more—meaning that guys will be shaving less and sporting more facial hair," laughs JP Marley, president of Barber of California. "He's either growing an oil-cut beard—F's hair equivalent—or sporting just a few days of growth, maintained with clippers."

Like that dirty-boy hairstyle, "face-scoring" is also a calculated move. "The cool 'déjà-vu' look really requires clarity of intention," says Danielle Attkin, president of 8 Shave. "Trimming and softening the beard as well as moisturizing the skin are all needed to pull off this look."

And though men may be scaling back on grooming expenses, Marley insists that there's still a place in a down market for poshtones. "Younger men are all over this service. It's something their fathers and grandfathers used to do, and current values in America are about tradition," he explains.

"That being said, most men aren't going in for a daily shave, but use this service similar to the way women do salon manicures. Even though you can do it yourself at home, you go in for the experience and relaxation."

Man not rocking to your chair? Our pros weigh in on what it takes to ensure style order in your salon on BeautyLaunchpad.com. Plus, check out our expert haircolor tips.

Mane / Advanced top teacher



Seize the Shave!

Adventures in grooming can go astray if he's not embracing products that help combat ingrown hairs, reduce redness, soften up his stubble—or do it all!

- Joe Grooming Shave**
- Dermalogica Invigorating Shave Gel**
- Payot Homme OptiMale Effective Shaving Foaming Gel**
- Woody's Quality Grooming Soothing Bump Ingrown Gel Solution.**



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