



Clean

Slackers are out and the barber is back, say those in the know.

Break

We think it's about time our guys got into grooming

Words Sue Viljoen Photographs Debiz Roots (Fotofactory) Grooming Glasshouse

According to a leading cosmetic house, the male beauty market grew by almost 200 percent last year alone. Even typical South African males are aware of this focus on grooming, and the term 'metrosexual' (a man who indulges in pampering that was previously purely a female prerogative) has become part of pop culture. We decided to take two well-known funny guys, Kurt Schoonraad and Cokey Falkow, to be pampered and preened at the Glasshouse—a men's only grooming emporium in Cape Town.

FOR THE METROSEXUAL

Kurt arrives first, dead-tired, after driving from the Drakensberg at 3am to catch his flight to Cape Town. Some tender, loving care is just what he needs. To start off gently, Kurt has a half-hour Express Manicure (R110) and Pedicure (R120). A Standard Facial (R290) follows, during which his face was cleansed and then analysed. Kurt was shocked when therapist Annemie asked whether he smokes. 'I gave up about a year-and-a-half ago,' he said. The tell-tale signs were still visible on his skin. Exfoliation revealed smooth and glowing skin, before Kurt was treated to a relaxing face and neck massage.



KURT SCHOONRAAD'S GROOMING ROUTINE:

What is your definition of a metrosexual? A modern man who is not ashamed of doing something that might have been considered 'female' in the past.

Do you see yourself as a metrosexual or a real oke? Both. Sometimes I'm a metrosexual – in a way, my profession requires it. Other times I like to lounge around at home in a tracksuit.

Describe your beauty routine. I cleanse, tone and moisturise my face, and spend a lot of time and money on my hair. My favourite at the moment is the GHD range. My hairstylist is like my best buddy – she has to keep this mango-pip hairstyle in shape.

Do you go to salons, and what treatments have you had? I don't visit salons too often. Usually my girlfriend drags me along. Once I'm there, though, I love it! I've had facials, a manicure, massages (love those!), and I've experienced something called a Rasul chamber and the flotation pool.

What is your view on a hairy back? A hairy back is possibly the grossest male thing ever. I have this one dodgy hair patch on my back and have been thinking about getting rid of it for a while now... I'm a bit scared of waxing, though!

How long do you take to groom for a special occasion? Sometimes it takes me 10 minutes, other times two hours. It mostly takes closer to two hours because I'm very forgetful. I walk around, get a cup of coffee, change the CD and then remember what I'm actually busy doing.

How do you groom before a show? For the bigger shows I use a hair and make-up artist. I also use a hair and make-up artist for photo shoots. You don't want a greasy forehead in a picture.

What do you think of wearing make-up? I don't wear any make-up off stage!

What is your favourite beauty brand? I like Environ. I have to admit I sometimes steal a bit of my girlfriend's Estée Lauder.

What is your favourite fragrance? I like Hugo Boss. It's very consistent. The smell of a lot of fragrances disappears after an hour. I hate that, and I'm not shy to take it back to the shop.

a rejuvenating face mask and moisturiser. Kurt was brave enough to face a back wax (R120) to get rid of a 'dodgy hairy patch'. Annemie started on his less-hairy lower back, and Kurt bravely asked: 'Is this it?' Alas, it wasn't. Once she reached the hairy patch, it was quite a different story – Kurt did not know whether to laugh or cry. Cokey, who had popped in during Kurt's hour of need, summed it up: 'Bru, these girls are a bunch of masochists!' Kurt was a lot braver than we thought, and said he'd expected it to be worse. But as Annemie says, 'Some men are real babies when it comes to waxing.'

THE BASICS

DIFFERENCE BETWEEN MALE AND FEMALE SKIN

The term 'thick-skinned' is not just a saying; all men are, indeed, thick-skinned. Male skin is also oilier and hairier, with larger pores, a richer blood supply and has more of a tendency to sweat. Men are also less prone to wrinkles. Men's skin needs differ from women's because guys' skin tends to be grimmer and needs deep-cleansing daily.

KNOW YOUR SKINTYPE

It is important to know your skin type before you buy skincare products. This is determined by how much or how little oil your skin produces. Try this simple test to determine your skin type: wash your face with water; pat it dry with a towel and then take some tissue paper and press it on different areas of your face.

- If your skin is oily, the paper will stick, pick up greasy spots and become translucent. Try Clinique Skin Supplies for Men Facial Soap Extra Strength (R125), Scruffing Lotion 3.5 for oily skin or 4.5 for very oily skin (R125), and Oil Control Hydrator (R260).
- If the paper does not stick or pick up any oily spots, your skin is dry. Try Nivea for Men Sensitive Extra Soothing Face Wash (R50), After Shave Extra Soothing Balm (R60), Soothing Shaving Gel (R38) or Shaving Foam (R28), and Extra Soothing Moisturiser (R63).
- If the tissue paper sticks on your T-zone only (forehead, nose and chin), then you have combination skin. Try Clarins Men Active Face Scrub (R205) and Moisture Gel (R310).

SUN PROTECTION

The single most important step in skincare does not take place in front of a bathroom mirror, but every time you go outside into the sun. Excessive sun exposure can cause skin cancer and rapid ageing. Men tend to spend more time outdoors, and should always use high-SPF protection on all exposed skin, especially the face, nose, ears and scalp. Don't forget your lips – use a lip balm with an SPF, such as Labello Lipcare Sun SPF25 (R13). If you want the tan without the damage, use Clarins Men Self-Tanning Gel (R230). Exfoliate first (with a loofah) to get rid of dead skin cells, then apply the self-tan like a body cream. Wash your hands immediately afterwards, or you'll end up with yellow palms!

FOR THE REAL OKE

Cokey arrived with his little dog, Scarlett O'Hara, as he's recently moved house and did not want to leave her in an unfamiliar environment. Like Kurt, Cokey started off gently with the half-hour Express Manicure and Pedicure, followed by a Glasshouse Wet Shave (R150). It's a traditional double shave (as seen in Mafia movies) with hot towels to soften and prep the skin. While having his face cleansed, Cokey commented on the lovely smell of the product, and therapist and co-owner Clare revealed that it was Dermalogica. 'I've used Dermalogica,' joked Cokey. 'It's that soap that's for free in the doctor's

rooms!' Carol had to work carefully with the razor around Cokey's precious sideburns. After the shave, he did a few Abraham Lincoln quotes – 'because she left the sideburns a pit pointy'. The shave felt 'quite sexy,' Cokey admitted. 'I'm glad it was a girl who shaved me. If it was a guy doing that, I would've felt a bit... well... gr'. Cokey ended off his salon visit with a 45-minute Hot Stone Therapy Massage (R260), during which smooth hot pebbles are used to massage away stress bumps (yes, even comedians have them!). Cokey thought the stones were 'kief, especially when she put one on my bum'.



THE IMPORTANCE OF MOISTURISING

You need to moisturise after you wash your face (morning and evening) in order to hydrate your skin. Moisturisers also help to maintain a balance between oiliness and dryness, and therefore play an important role in keeping skin healthy. For added benefits, choose one with a built-in sunscreen, like Clinique Skin Supplies for Men M Protect SPF21 (R270), Lab Series Daily Moisture Defence Lotion SPF15 (R195) or Avroy Shlain Skin Territory for Men Face Shield SPF15 (R79).

THE MORE COMPLICATED STUFF

EYE CREAMS

An eye cream targets those fine (or deep) lines and wrinkles around your eyes. Why not use your normal face cream? Because this skin is very delicate and needs special care – a normal face cream is too rich for the eye area. Try Clarins Under Eye Serum (R265), Hugo Boss Boss Skin Reviving Eye Gel (R265) or L'Oréal Men Expert Vitalift Anti-Puffiness Moisturising Eye Cream (R120).

MASKS

A face mask gives more intense, specialised care, and is usually used once a week. Choose one according to your skin's needs – the name usually tells you what it does. Choose a nourishing or hydrating mask if your skin feels a bit tight, and a purifying or oil-control mask if your skin feels oily or if you have spots. They're easy to use: spread it on, wait for the prescribed time, and then rinse or wipe off. For anti-ageing benefits, try the creamy Nickel Mug Shot #1 Mask (R215), or for oily skins, the Nickel Lab Purifying Clay Mask (R180).

EXFOLIATORS

Exfoliating removes dead skin cells on the surface to reveal younger, fresher skin underneath. Exfoliation also eliminates impurities and excess oil, and prepares the skin for a cleaner shave. The exfoliating action stimulates cellular renewal, promotes better oxygenation and penetration of skincare products. Exfoliation is recommended two to three times a week. Try Hugo Boss Boss Skin Smoothing Face Scrub (R190) or Clarins Men Active Face Scrub (R205). ▶

COKEY FALKOW'S GROOMING ROUTINE:

What is your definition of a metrosexual? A guy who starts to use his wife's/girlfriend's beauty products, and then digs it too much.

Do you see yourself as a metrosexual or a typical oke? I'm definitely an oke, but hopefully not too typical! Through my line of work, I've been forced to become a bit more metrosexual.

Describe your beauty routine. I moisturise whenever I remember to. I exfoliate by rubbing sand over my face when I go surfing.

Do you go to salons, and what treatments have you had?

I have only been to a salon once before – a girlfriend made me have a facial. They squeezed a lot, ouch! Oh, and my mom also gave me a home facial once, which was weird.

What is your view on a hairy back or chest? If it's on a lady, I don't like it.

How long do you take to groom for a special occasion?

Five minutes, and that includes a poo.

How do you groom before a show? I sometimes shave my face and have a Red Bull.

What do you think of wearing make-up? If that's your thing, then go for it. I only wear make-up on film sets. It feels weird to be 'painted' – I never know where to look.

What is your favourite beauty brand? La Mer and MAC.

La Mer makes my scrotum look younger.

What is your favourite fragrance? Paul Smith.

WHO YOU GONNA CALL?

Glasshouse (021) 419-9599

Crew Mens Grooming

(011) 883-8184

Evolv (021) 418-0533

MUD (031) 566-6234

Camelot Spas (0861) 114-075

Mount Grace Country Spa

(014) 577-1350

Mayo Clinic (011) 675-1256

Renaissance (021) 487-8840

Niata Aesthetic Centre

(021) 914-1646

Santé Wellness Centre

(021) 875-8100

s.k.i.n (011) 884-6596,

(021) 425-3551

The Spa Consultant

(011) 802-7493/7

BEAUTY FOR BOYS

SPA TREATMENTS

Yes, male vanity has increased to such an extent that spas now offer special made-for-men treatments. Try the Thalgotmen Ocean Facial at Camelot Spas nationwide (R380 for 90 minutes) or the Aprés Golf Massage at Santé Wellness Centre in the winelands (R420 for 60 minutes). For well-groomed hands and feet, try the Male Hand Grooming (R175) or Foot Grooming (R215) at the Mount Grace Country Spa in Magaliesberg, and for a spotless back, try the Back Express Cleanse (R200), a deep-cleansing enzymatic peel, at skin (branches in Joburg or Cape Town).

BOYS-ONLY SALONS

Glasshouse in Green Point, Cape Town, is a one-stop all-male grooming emporium run by two sisters, Beryl and Carol Erikson. The luxuriously masculine environment features black leather, natural textiles, Nguni cowhides, printed wallpaper and industrial loft-like finishes. It looks like male heaven, with a plasma screen tuned to the sports channel and drinks served while you have your pedicure. 'First-timers usually have a facial or a massage and then return for more,' says Beryl. The most popular treatments are the hot-stone massage (R260 for 45 minutes), the 'facelift in a bottle' Dr NV Pemicone Facial (R525), and pedicures (Executive Pedicure R180 for 60 minutes). There is a doctor on board who does botox treatments.

• **Crew Mens Grooming** in Sandton has the atmosphere of an 'old boys' club, featuring state-of-the-art LCD TVs separating the barber and hair stations, and more TVs in the lounge area. It also offers retail products to take home with you, and skin and body treatments. Popular services are traditional shaving (R145) with a cut-throat razor, hair removal by threading (R50 each for cheeks, eyebrows, nose and ears), facials (R350 executive facial), sport and hot-stone massages (R250 for 45 minutes) and a back wax (R100).

• **Evolv** in Cape Town offers haircare, skin and nail treatments, therapies and waxing. The environment is classically male, simple in its decor and soothing in its approach. Satellite TV keeps clients up to date with latest events. According to owner-partner Nick Dale, facials are becoming more popular, and they are encouraging clients to be aware of the medicinal/therapeutic value of massage rather than just the soothing, pampering aspect.

'Men are also building a relationship with their hairstylist in order to get the best out of their hair,' says Nick.

• MUD (Men Under Design)

is Durban's trendy new male-only grooming salon at the Gateway in Umhlanga. Services include haircuts, cut-throat shaves, luxe facials and waxing. The decor is contemporary 'macho-chic', where you can catch the latest game on the plasma-screen TVs while being pampered.

THE WHOLE LOT

• **Renaissance Body Science Institute** is an ultra-modern, six-storey complex in Cape Town, housing a lifestyle centre (complete with a gym, biokineticist, lifestyle coach, fashion consultant and a nutritionist, to name but a few) and a world-class surgical clinic, which operates as a private day clinic. Resident cosmetic/plastic surgeons include the well-known Dr Des Fernandes of Environ fame, and a cosmetic dentist. Not only for the more extreme stuff, you can also enjoy non-surgical Environ treatments and facials here. ▶

Products for metrosexuals

If you're serious about your grooming, and don't mind spending a bit more...

Dermalogica Skin Kit for Men (R440), containing Special Cleansing Gel, Skin Prep Scrub, Professional Shave, Active Moist and Medicated Clearing Gel.

Clinique Skin Supplies For Men Face Scrub (R190)

Clarins Men Active Hand Care (R140)

Schwarzkopf Men Bonacure Hairtherapy Hydrate Hair & Scalp Shampoo (R136)

Issey Miyake L'Eau Bleue D'Issey Eau Fraiche Eau de Toilette (R435)

Jean Paul Gaultier Classique Le Male Cologne Tonique Summer Fragrance (R450)

Lab Series Age Rescue Face Lotion (R250)

Jean Paul Gaultier Le Male Tout Beau Tout Propre Smoothing & Fortifying Nail Pen (R195)

Jean Paul Gaultier Le Male Shiny Lip Roll (R215)

Hugo Boss Boss Skin Reviving Eye Gel (R265)

Crabtree & Evelyn Sandalwood Refreshing Hair & Body Wash (R130)



Kurt's jacket, shirt and pants from Hilton Weiner, belt from Guess

Products for real okes

You don't want to clutter your bathroom shelf, but you do need a little help...

- Vaseline Intensive Care Intensive Lotion for Men (R13)
- Adidas Active Skincare for Men Cooling Gel After Shave (R79)
- Benetton Sport Man Eau de Toilette (R295)
- Mitchum Mountain Air Anti-Perspirant & Deodorant (R31)
- Gillette Series Ultra Comfort Gel (R40)
- L'Oréal Men Expert Hydra Energetic Anti-Fatigue Moisturising Lotion (R100)
- Nivea for Men Moisturising Face Wash (R50)
- Radox Showerfresh Showergel for Men (R18)
- Axe Conviction Deodorant Bodyspray (R15)
- Avroy Shlain Skin Territory For Men Face Shield SPF15 (R79), Call (0800) 114-2282 for stockists.
- Brut Spirit Cologne Deodorant (R16)
- Cetaphil Cleansing Bar for Men (from R68 at pharmacies)



•The **Mayo Clinic** in Johannesburg has a Global Aesthetic Centre for skincare, spa body treatments, massage therapies, laser treatments and botox, and offers a range of medical services and specialists (including plastic surgeons, a dentist, chiropractor and psychologist) on site, too.

HAIR REMOVAL OPTIONS

How to get rid of that extra blanky...

WAXING

Be prepared, it is painful, but it leaves your skin smooth and hair-free for up to four weeks. Chest, back, legs, shoulders, arms, hands and feet can all be waxed, but waxing your face is not advised. The wax is whipped off, along with your hair, so how painful it is depends on your pain threshold. From R100-R140 for a back wax at most salons.

IPL

Often referred to as laser hair removal, Intense Pulse Light Technology devices actually emit broadband, non-coherent light of many different wavelengths (not laser light). It's especially good for rapid treatment of large areas, and normally results in permanent hair removal, although how many sessions you will need depends on your specific hair type. Also, the darker your skin, the less effective the treatment may be. From R550-R3 000, depending on the amount of hair, at the Niata Aesthetic Centre in Cape Town or the Mayo Clinic in Joburg. Many (women's) beauty salons also offer IPL.

E-LIGHT

E-Light® offers a fast, safe method to eliminate unwanted hair for a long time. Accurately controlled pulses and energy penetrate deep inside the hair follicle to destroy it. This is done without damaging the skin. Long-term hair removal can be done on your abdomen, legs, chest and shoulders. Skin cooling is used to prevent discomfort. Six to eight sessions four weeks apart are recommended for permanent hair removal. Contact The Spa Consultant, Marisa Carchero, for your nearest salon with E-Light. R1 700 for 6 to 8 sessions.

AND TOUCHING ON HAIRCARE

Jague Petzer from The Zone in Rosebank gives some thoughts and tips on haircare for guys:

- Use a good shampoo and conditioner that suits your hair type, and choose the right styling aids for the look you want to achieve. Your hair will look healthier and you'll achieve better results if you invest in good products.
- The metro's look is more likely to be longer hair with a fringe, very textured, messy and falling in his face. These trendy styles are fairly high-maintenance, so good styling aids are recommended – Jague swears by the Sexy Hair range, available at hair salons.
- Typical okes are more likely to go for the short razor-cut or even the shaven look – very low-maintenance. Good stylists cut the hairstyle according to the head shape to achieve the best results. It'll make you look a little more in vogue than just the normal cut. ✂

Cokey's jacket from Diesel, jeans from Guess