



glasshouse

# The Metrosexual Male



Everybody needs to experience “the feel good” factor, and we as women love to be pampered. So, what about the men in our lives? Don't they deserve the same treatment every now and then? Absolutely! One way you can add value to your man's life is to treat him to something he would never think of doing himself. Or maybe you need to use it as a ‘subtle’ excuse to improve his lazy grooming habits, and turn him into a real macho man.

Sporting personalities such as David Beckham have become role models for the new metrosexual male who appreciates that personal grooming is an art of living that enhances overall well-being and optimizes performance in a highly competitive world. Men always take their cars in for a service, so why not give the body a full valet now and then?

My task was to search for a facial that could be totally de-stressing, and in order to convince myself that this could be a perfect gift for a man I decided to put the ‘Perricone’ experience, at the Glasshouse, to the test.

The Glasshouse is a one-stop grooming emporium created exclusively for men; seeing a gap in the market for a chic, men-only clinic where clients could have their appearance and well-being fine-tuned in a luxuriously masculine environment, and is the first of a new and rare breed of clinics to open its doors. Treatments range from basic pedicures, soothing “double” wet beard shave, hot stone therapy massage, facials and of course, the ever popular Botox, chemical peels and laser therapy to keep us forever youthful.

What's ‘Perricone’ I hear you ask? Well, Dr. Nicholas Perricone made waves in the skincare industry during the eighties when he patented a Vitamin C derivative with a particularly high absorption rate at cellular level, and he has become synonymous with ‘ironing out wrinkles’ by reintroducing natural neuropeptides into the skin – effectively a non-surgical face-lift; he also extended his principles into a lifestyle diet plan. I have always believed you should treat your body like a temple, so, preserving both the inside and out makes a lot of sense to me!

### The Experience;

The personal and discreet atmosphere certainly felt like a haven for the man-on-the-go who wishes to ‘recharge’ and indulge in grooming treatments; a place, I'm sure, any man would appreciate!

The treatment itself was fantastic. It was so great to finally have a non-invasive facial that involved NO digging, squeezing or manipulation of the skin at any time (you know what I mean ladies!). I could actually feel my skin re-energizing and changing in texture as the treatment progressed with the use of the natural scented creams; instant face-lift is an understatement.

When your man is losing his ‘macho’ appeal (or you simply feel like spoiling him), send him in for an overhaul, and if he doesn't get hooked on this, then maybe its time to exchange him for someone who will!

Review by: Magdalena Wysoczanska, M- Image  
For further information on Glasshouse:  
Call: 021 419 9599/8, or visit: [www.glasshouse.com](http://www.glasshouse.com)