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BETTERBUSINESS Wise Guy



Man's World

The Hoboken Man, a new waterfront salon in Hoboken, NJ, was created in order to address the city's lack of masculine places to get groomed. "We saw that Hoboken men wanted an upscale place to get their hair cut—not the typical female-centric salons that populate Hoboken," says co-owner Dan Hood. The space is a modern version of the classic barbershop, with richly stained wood panel walls lined with a collection of vintage *Playboy* magazine covers (including the first-ever cover featuring Marilyn Monroe), chrome accents and exposed ductwork for an industrial feel. Eight flat-panel high-definition televisions are placed strategically throughout the shop to provide optimal viewing for clients. The Hoboken Man offers

everything from basic straight-razor shaves and precision cuts to more indulgent pedicures and facials. "Once men see the benefits of professionally maintaining their appearance, they're hooked," says co-owner Emily Gonc. "We're here to give them a premium experience every time they step into the barbershop." —L.M.

Thick Skinned

Already popular among well-groomed guys across the pond, Kyoku for Men recently made its U.S. debut.

Dr. Asim Akhtar developed the advanced skincare line after visiting a small Japanese village near Tokyo where 10 percent of the population is over 80. Noting how healthy and impeccable the male residents' skin was, Akhtar researched their regimen and used natural resources from the area—volcanic ash, Japanese rice bran, ginseng, bamboo extract and more—to create Kyoku for Men. New to the collection of cleansing, moisturizing and shave products is the Lava Masque, Pore Reducing Serum, Sake Infused Shave Cream and Electric Pre-Shave Optimizer. kyokuformen.com —L.M.



JUST BREW IT

Many guy-friendly salons serve beer to their clients, but the team at Erica Fleischman—A Men's Salon in New York City is taking that concept one step further by adding it to their service menu. The Beer Rinse uses beer's natural ingredients to repair damage, enhance shine and make hair appear thicker. B vitamins and the proteins found in malt and hops nourish the hair and boost body, while the maltose and sucrose sugars tighten the hair's cuticle for enhanced shine. The type of beer used depends on the hair type, for example stout for coarse hair and pale ale for blondes. The service includes a hot towel wrap, shampoo and 10-minute scalp massage. The Beer Rinse gives new meaning to the concept of alcohol going straight to your head. —L.M.



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