

## Why Men Should be Heading for the Spa

Surprisingly, men are beginning to show up at a place traditionally and unofficially reserved for their wives and girlfriends: the spa. In fact, men now make up close to a third of all spagoers, as one International Spa Association study has reported. And it's not just sport massages and manicures either: facials, body scrubs and even Vichy showers are included in that statistic.

Over time, spas have learned to adapt and create a rather gender neutral atmosphere where that ability has lacked in years past. Much of this has to do with the language employed: spas now feature things such as "Gentleman's Facial." Another factor has to do with an overall change in culture; spas are now mainstream enough so that they're not just appealing to women anymore.

A treatment room at Willow Stream Spa now offers the ability for men to multitask as they get various procedures done. In fact, it's called the MVP room and it has a wide-screen television, newspapers and an executive like interior design.

Another offshoot of this recent masculine spa transformation is the men only spa. The Nickel Spa in New York City, the Grooming Lounge in Washington D.C. and the Absolute Spa at the Fairmont Hotel in Vancouver are just three examples.

## About the Author

This article was written on behalf of Titanic Spa a [Health Spa in Yorkshire](#) ideal for a [spa break](#).

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