

your brother, partner, friends or existing male customers. Whenever you have the opportunity, ask the question and tailor-make your salon's treatment menu in response."

Man up!

Man-friendly retail products to boost your business

- 1 Fudge Daily Mint Hair and Body Wash, RRP £10.95; Tel: 01282 683 100
- 2 Ahava For Men range; Tel: 01452 864574 Ahava.co.uk
- 3 Osmo Clay Wax, RRP £7.90; Tel: 0141 614 6572 Osmo.uk.com
- 4 Environ Men Shaving Oil, £13 + VAT/ RRP £26; Tel: 0206 450 2020
- 5 BeMan range; Tel: 01767 632 288

Top tips

The Shave Doctor Mark Sproston reveals how to capture the male market

- 1 The male grooming market has seen 150 per cent growth year on year - making it one of the fastest growing sectors; so why not do your own research and find out about the latest in-salon trends? If you need help then we can tell you that the professional wet shave is in huge demand and salons offering this service are now seeing their male client ratio rise to an average of 40 per cent.
- 2 If you're trying to appeal to more men then ensure you do not promote treatments in a complicated manner. Guys like it simple and high on their priority list is knowing how long each treatment will take.
- 3 Retailing to men can result in increasing your salon revenue by a further 40 per cent but make sure your POS material is not too feminine as this will switch them off immediately. Having images of men in product leaflets, menus and brochures will engage them more successfully.
- 4 While introducing a new male treatment to your business is a must-have for today's client, be careful where in the salon you are going to be offering this new service if your current clients are predominately female. You have to think about a little privacy for them and for it not to affect the current atmosphere in the salon.
- 5 Men love to use gift vouchers so if you do decide to offer men's treatments then this is an area I strongly recommend you prioritise. Also, as women are finding it harder to buy something unusual or just different for their men these days you won't go far wrong by promoting these among female clients either.

