



THE MAXIMUS MAN

BY RICHARD CALCASOLA

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This is the time of year when we are at the beach wearing shorts, with shirts and shoes off, so it makes sense that we should pay attention to some basic grooming and hygiene.

Let's start with the feet. Your feet work hard and need some pampering. They carry your (frequently) overweight body all day long, so a little TLC may be very appropriate. Many men have never experienced a pedicure and they don't know what they're missing. Dried calluses and scratchy toenails will be a thing of the past. I deal with women all day long so I know it's a sore subject for them. A pedicure takes anywhere from a half-hour to an hour and it's sheer relaxation. You'll want to dance all night, and with pampered feet, you can.

Next, there's that unwanted hair. During the summer we perspire from work, exercise and just plain hot weather. Hair removal is no big deal. There's no need to go through long and arduous laser hair removal sessions; just ask your wife, girlfriend or favorite female where she goes for waxing. You can have your back waxed (ouch!), your arms, underarms and chest (more ouch!). You will be amazed at how much cooler you'll look and feel. Notice that those buff bodies you see on TV and in magazines have very little hair. It's cleaner, looks better and is much more appealing. Don't forget your ears and nose. As for your private areas, you can figure that out for yourself. Simple grooming is all it takes.

On to the hands, especially hands of men that are doing manual labor; their hands are cut, callused and rough. Fingernails should always be trimmed and cleaned no matter what kind of work you do. A simple manicure provided by a professional on a regular basis is yet another thing women learned the benefits of

long before we men did. And don't forget to remove the hair on your fingers.

Now, hair on your head is a different story. A great haircut is critical to your image and to the way people perceive you. The very basics of clean, shiny hair are a no-brainer but often choosing the best style takes some professional input. Whether you go to a barber or a hairstylist, it's important to work with what you have. Some guys are blessed with a fabulous head of hair – curly, wavy or straight – and they have the most options. If you are anything like me, there are very few choices. Remember that the answer to hair recession is *never* the comb-over. Closely cropped hair or even a shaved head is a better choice than the comb-over or spray paint. Men today have great options. They can go from the gentlemanly look of George Clooney to the assorted Brad Pitt styles (long and below his shoulders to crew-cut length) and always look good. Choose what's right for you and your lifestyle.

This is the perfect time of year to tag along with a ladyfriend to her favorite salon, spa or grooming professional. She may even treat you to an introduction to the beautiful life!•

