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Salon treatments the rage for high school formals Beauty 'n' the boys

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FACIALS, foils, haircuts and hand treatments – these days it's all part of a high school boy's pre-formal beauty routine.

Gone are the days when guys threw on their suit five minutes before the limo arrived. Now trendy teens are spending hours at men's day spas getting pampered for the big night.

South Brisbane's No. 19 Men's Day Spa owner Carole Haddad said school formals had become big business, with the salon even offering special "prom" packages.

"It's what we call a 'Pick Me Up Formal' which is a hand-cleaning, facial, massage, plus a haircut," she said.

"They've only got a minimum amount of time, so we're giving them a bit of everything and they're walking out, like, 'Oh my God, I had this and that and it was great.'"

Ms Haddad said the treatments were especially popular

with private school boys,

who often booked in big groups.

"They come in and they've already prepared the date, so you've just got to make them look great."

Marguerite Hancock, of Garth Male Grooming at Teneriffe, said she had received a similar response from style-conscious boys at her spas.

"They're coming in mainly to get a skin analysis and get the right skin products, and they're doing it now so they look good for their formal," she said.

While most opted for a deep skin cleanse, Ms Hancock said eyelash tinting and spray tans were coming into favour.

"I think they're just becoming more aware, and they've got places to come now where they feel a little less full-on about doing it."

Formal guide website www.aussieprom.com lists several men's day spas, and managing director Marney Lindsay

said interest was growing rapidly.

"They want to look just as good as the girls," she said.

"Kids seem to have more money these days as well, and they're going out and getting jobs and seem to be spending it more on themselves and saying, 'I want to get foils in my hair, or Karmichael Hunt's hairdo.'"

According to a Griffith University study, boys spent almost as much as girls on formal treatments, averaging \$190 on hair and beauty.

Wanting to look great for his formal date is Anglican Church Grammar School student Ben Ray, 16.

He bought the No. 19 "prom package" for \$120 last year to attend a friend's formal, and intends to do it again for another formal this year "so we look like a really good couple together".

"A few of my mates are doing it, and think it's really good because you look the best you've looked," he said.



SKINCARE: Churchie student Ben Ray gets a facial (above); and in his uniform (right)





NAILED IT: Ben Ray, 16, in the hands of manicurist Kara Marychurch at No. 19 Men's Day Spa



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