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Clinique brand manager Tony Tan says Singapore men are becoming more receptive to the idea of good grooming.

By GERALDINE WANG

MORE men are discovering skin-care products and are debunking the opinion that only sissies go for facials.

Business in the men's skin-care department is booming as retailers of cosmetics, body-care products and beauty salons report increasing sales from male customers.

The popularity of facials for men has also given rise to a growing number of men-only salons such as Face Line Men's Salon, Face of Man and The Man Salon.

The managing partner of Face Line, Mr Steven Chia, said: "Singaporeans are more affluent these days and guys want to look good. After all, it's no point wearing expensive clothes but have a face full of pimples."

Face Line specialises in facials for men and its clientele, mostly regulars, are such good and reliable sources of business that Mr Chia is not bothered by other men's salons opening.

He said: "There are so many women's salons in Singapore, and they can still survive. On the other hand, there are only about seven men's salons around, so there's room

Changing face of men's skin-care needs

Guys can also head for men-only beauty salons

for many more players in the market."

According to Face of Man senior skin-care consultant Chris Chua, even blue-collar workers go for facials these days.

Said Mr Chua: "It helps them enhance themselves both socially and professionally. Men go for facials not just for work reasons, but to make themselves more attractive to the opposite

sex."

Mr Chua, who has been in the line for 12 years, said his customer profile had also changed over the years.

"Previously, it was more a health matter for the customers, now they come because they are more concerned about their looks.

Contrary to popular belief, the beauty-

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