

# BLOKES SWAP FOOTIE FOR FAKE TAN AS SURVEY REVEALS SHARP RISE IN MEN'S GROOMING

Submitted by: Beattie Communications (London)

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Traditionally more at home on football terraces than in beauty parlours new research from The Good Saks Survey reveals Britain's men are ploughing thousands of pounds each year into the beauty market.

The survey, launched during Men's Health Week (14TH - 20TH June), quizzed men from across the UK to establish their beauty regime. An astonishing 27% of British men admitted to booking in for fake tanning sessions and 15% said they regularly visited a hair or beauty salon for grooming.

The men's beauty market is currently worth around £827 million a year according to Mintel, that's almost three times more than it is costing UEFA to host the entire European Football Championships in Portugal (£300million\*). The market is growing at a phenomenal pace - men have spent an extra £116 million over the last five years, a 14% increase.

Saks Beauty Guru Kirsty Jobson says; "We have seen a 20% increase in the numbers of men regularly using our services in the last 12 months. The men's beauty market has really exploded, helped along by the fact that more and more celebrities like David Beckham have made male grooming an acceptable and almost essential practice. You just have to look at Jason Cowan in Big Brother applying his fake tan.

"Our male customers are booking everything from Fake Bake tanning treatments to permanent hair reduction and botox. It's become such big business for us that we have developed a special service called 'Saks for the Boys' to appeal specifically to this market."

There are several theories on the psychology behind the rise in men's health and beauty treatments. The office of National Statistics reveals a new trend where women are statistically more likely to find a potential partner at a younger age, however this is reversed for men who become more likely to find a partner as they mature with likelihood increasing up until age 60.

This means heightened competition for men in their twenties and thirties to find potential mates resulting in the 'Peacock Effect' - the need for men to display all their fineries in the ever competitive arena of finding a partner.

The Good Saks Survey also revealed the top 5 things that men want to change about themselves:

1. Beer Belly 55%;
2. Muscles (lack of) 27%;
3. Hair (more on head) 7%;
4. Nose 4%
5. Face 2%

Twenty four percent of men would even consider cosmetic surgery and nearly 40% said they would try

non-surgical face lifts and Botox.

Ends

Saks, the UK's biggest hair and beauty brand, has over 100 salons across the UK. A comprehensive range of treatments and services for men and women is offered throughout Saks salons nationwide including hairdressing, massage & facials, nail care, anti-ageing electrical treatments, signature pampering packages, permanent hair-reduction, teeth whitening and botox.

Saks also has its own brand of professional styling tools named Sakssories and these, along with Saks gift vouchers are available from salons throughout the UK from Aberdeen to Brighton, Belfast to Great Yarmouth. For your nearest salon, call 0845 600 5959 or visit [www.saks.co.uk](http://www.saks.co.uk).

<<http://www.sakshairandbeauty.com>>

Issued by Beattie Communications on behalf of Saks Hair & Beauty.

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\*<http://www.sportsvenue-technology.com/projects/2004euro/>