



BRAZILIAN BOYS

How low will you go?

A few years ago, the word 'Brazilian' was buzzing through the beauty world. The media and public became fascinated with the idea that women weren't just waxing their bikini lines...they were stripping it all off.

Well boys, word on the street is it's your turn to get in on the action. John Hall-Kenny, owner of Vanity Waxing Salon in Chapel St. says the number of guys coming in for a full waxing treatment is increasing. Not restricted to the gay community - more and more straight men are now getting all the way down to business.

John says that men have been waxing their backs and shoulders for years with no stigma attached. While heading further south can initially be a bit awkward for the client, it's becoming more common. "Most men who visit the salon first come in at the requests of their girlfriends or wives...but they soon get into it," he says.

"The idea that only guys who cycle get waxed is not true... We say what's good for the goose is good for the gander."

John can whip through five female Brazilians an hour and although the guy's procedure is

a touch trickier, he believes "if done by someone experienced, it's very fuss free."

For John, stripping the blokes bare is all in a day's work, but for female beauticians it can be a bit more awkward to delve below on a new male client. Claire from Claire-Francoise Studios in Melbourne says many guys come in for a full wax, but the salon does not advertise the service. If clients request to go all the way, it's usually only after a few visits when they have built a professional rapport with the beautician.

Angie Kotzamichalis, owner of Men's Bodyworks in Richmond says her staff are specially trained to deal with men. They take the approach that they are dealing with a human body, not a male body, to ease any awkwardness. "It's a very hands on thing for both client and beautician," Angie admits.

"Of course we get some guys who come in and ask if there is a happy ending after the Y-front wax...we say there is a happy ending- the bill."

Angie says that a full genital wax offers the client many health and visual benefits. "Waxing can help ease discomfort from perspiration and is a lot cleaner," she says.

So what do the guys think of the treatment? Bar manager Brendan*, a male waxing

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advocate, says he was addicted after his first full waxing treatment. "Basically its smoother, cleaner and heaps better for sex," he explains.

RMIT student Marlon disagrees. When asked if he'd go the full Y-front, he flatly responds, "No, no, no. It's too girly and too painful. I wouldn't be caught dead doing it. There are some things that guys just shouldn't do."

Official names for the full male wax vary at each salon, but include the Y-front wax, the Speedo Line wax and the Male Brazilian.

So boys, if you're not afraid of having hot wax poured so close to your most precious possessions, then the challenge has been set!

By Melinda Oliver

*Name changed for privacy

Wax pot photography Anthony van Rompaey