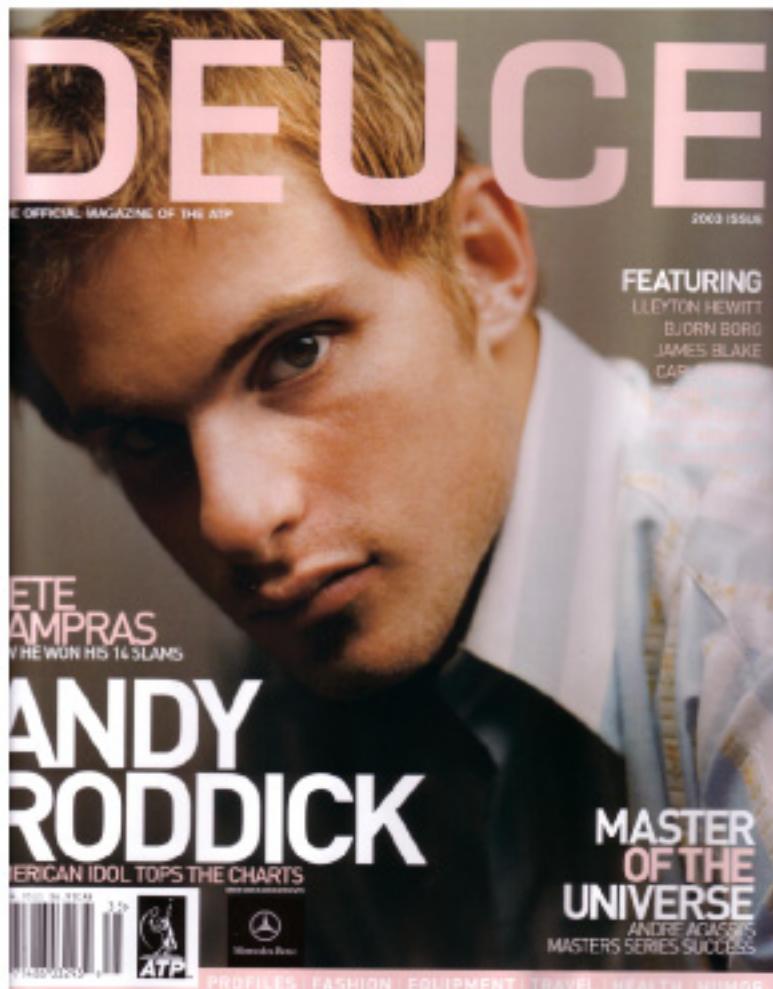




PROFILES | FASHION | EQUIPMENT | TRAVEL | HEALTH | HUMOR

HANDSOME RETURN

DOWN AT YOUR LOCAL TENNIS CLUB, IT'S NOT JUST ABOUT THE QUALITY OF YOUR BACKHAND THAT'S IMPORTANT

Tennis is a beautiful game; just ask any woman. Played predominantly by the lean, muscular and tanned — and let's not forget the toule-haired and gleaming-toothed — the sport caters to females in a way that football and hockey frankly can't. For years, the appeal of these handsome pros was ignored by male tennis fans who were there to see a player's serves and not his lovely skin. But something has happened: Guys who were once content to sit scowling on the sidelines are now seriously competing in the grooming stakes. They may not look as good as James Blake, but you'll be amazed at what a bit of eyebrow plucking and a facial can do for an average Joe.

Yes, the male beauty business is booming with a reported \$600 million a year being spent on products and treatments by American men who just want to look lovelier. If you're in town for the Open, drop into the Susan Ciminel Day Spa at Bergdorf Goodman in New York and you're certain to hear a few deep voices coming from the candlelit treatment rooms.

"I've been in this business for over 25 years so you notice when your clientele changes," says Susan, who counts Regis Philbin, Al Pacino, Tommy Hilfiger and John Cusack among her regulars. "More and more men are starting to come for facials, peels, waxing, massages and nutritional consultations. Generally, they are successful guys who want to relax and feel better. Looking young and fresh is as important to them as it is to women. They know that if they want to bag the young chicks they have to look the part or run the risk of looking out to a younger, healthier suit."

Helping her male clients to shine aesthetically is Susan's goal. She likes to see her clients happy both inside and out, and can detect angst and stress the moment she touches a face. Reluctant first timers are immediately put at their ease, and she has intentionally shied away from overly feminine decor in the spa so men don't feel out of place.

"They walk in very tense and leave looking like little puppies," says Susan. "They even buy my home-made organic cookies." Maintaining Susan's good work also means that they leave with a bag full of products.

Typically the take-out includes Algae Deep-Cleanse facial peel, Marine Lotion moisturizer, Eye & Wink cream, Sea Clay Mask and Algae Fine Powder to bathe in. Although I doubt that Mrs. John McEnroe, another regular, has managed to convince her husband of their merits.

After the treatments, a clueless Narcissus heads for the beauty counter to meet in some Malespaces.com jobbie foundation, hair mascara for streaking and nail polish. That's right — nail polish, which was famously worn in England by Real Madrid footballer and trendsetter David Beckham, causing no end of confusion amongst his die-hard fans and imitators, who promptly invaded in a bottle. As they say, beauty is in the eye of the ball-holder. So, the next time your girlfriend swoons over a tennis hunk, remember the ball's in your court. Susan Ciminel Day Spa: www.susanciminel.com Brigit Bailey-Grant

SERVE CHILLED

NEW DEVICE COULD BE MAKING ITS APPEARANCE JURTSIDE IN THE COMING YEARS.

no surprise that the last serve of the set often has less heat on it than the first. No matter how good an athlete's concentration, que kicks in, strength and endurance drop and performance lags. One of the major contributors to fatigue is body heat, which, in addition to taking energy as the body cools itself, can come dangerous. Enter RTX™, or "rapid thermal exchange," her than try to cool you down by evaporation, like a fan or ice, RTX actually removes heat from the body.

The RTX machine, which is being tested by the Stanford University tennis team this summer, resembles a vacuum area, with a plastic mitten stuck on the end of a hose

into which the player puts or her hand. According to Azore, the company behind it, specialized blood vessels arteriovenous anastomoses (AAs) — in the palms of the hands allow large amounts of blood flow directly beneath the skin when body needs to shed heat. RTX enhances blood flow to these faces through a combination of surface temperature and slight vacuum suction. Athletic performance is then raised because less blood is diverted to the skin for heat dissipation — and more available to service working muscles. Interestingly, the players won't necessarily feel cooler. The heat RTX removes comes from the body core, not from the surface of the skin where temperature sensors are located. Find out more at www.azore.com.

