

**The Alpha Male's Self-Improvement Resolution for 2005:
Skin Fitness is the Trend, For a Smooth Power Broker Look,
Says Manhattan's Gents On-Site Spa**

For Immediate Release

NEW YORK/ Dec. 28, 2004 – With retail sales of grooming products for men reaching \$5 billion last year and male spa patronage increasing to 29 percent, men clearly appreciate the benefits of expert skin care. But unlike women, who invest money and effort into chasing away wrinkles, men aim for healthier-looking skin and fewer visible signs of fatigue, such as puffy eyes, notes Nicole Sommers, founder of Gents, LLC, a New York City company that brings luxurious spa treatments and skin-analysis consultations to a man's home or office.

"Physical fitness doesn't normally rejuvenate the face, so that's where we come in," says Sommers, a former CPA turned licensed esthetician who once brought facial treatments to Capitol Hill, where more than a thousand top male politicians and staff sampled grooming services in a Congressional hearing room.

Men who might be wary of stepping foot in a spa enjoy total privacy and comfort when Gents' esthetician arrives for an appointment rolling in a luxurious portable massage table and toting a high-tech moisture checker and a hand-held electronic cooling device that reduces eye puffiness. Facial treatments use handmixed, all-natural, vitamin-rich emollients and unguents from the European countryside and include education about skin care.

"Since men usually lack the kind of network of friends, family and co-workers from which women get information about skin care, we explain and demystify treatments like exfoliation, masques and eye toning for them," says Sommers. Men who resolve to look their best next year can learn more about on-site facials, other spa treatments and skin-analysis consultations by calling Gents, LLC at (212)734-8348 or emailing nicole@gentsllc.com.

Sommers is a member of the American Academy of Anti-Aging Medicine and the American Aestheticians Education Association.

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