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The Man and his Manicure

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Traditionally manicure and pedicure have been associated with beauty or grooming for women. But, with changing times, the metro-sexual male has evolved to be not only considerate and passionate towards relationships but also has begun to take equal care of his appearance. Also, today women prefer men who take care of their body and indulge in manicure and pedicure to look perfect. This changing trend has given rise to an emerging market for men beauty products such as fairness creams, hair gels, face scrubs etc. Many salons now cater to the male customers offering manicure Vancouver, pedicure and other beauty regimes.

Changing Mindsets

Thanks to the extensive media publicity, men beauty products are now a rage. Cashing on changing mindsets and increasing trend, salons and spas now offer manicure and pedicure regime to men. Rough and torn hands are no longer a sign of masculinity, but are instead replaced by well groomed hands which are a big turn on for women.

The cost factor

It is common practice to charge higher for things which are in demand, thus as the market for men manicure increases, so does the cost. Most men claim that nail spas and salons charge a whooping amount- almost 30% more than manicure for women.

On the other hand, salons claim that the procedure is much more extensive and hence the cost is justified. The cost factor is not a deterrent for those looking to groom themselves; statistics suggest that even after facing higher cost, there has been a 10% increase in male customers looking for manicure Vancouver. In fact, 20-30% of clientele comprises of male customers.

What is Manicure?

Manicure is a beauty treatment which exclusively treats the hands and the nails. The nails and the cuticles are treated with lotions to remove dirt and are then scrubbed to remove dead skin. This leaves the hands looking clean. Those who perform this treatment are known as manicurist or aestheticians and usually undergo training for this purpose.

Manicure at Home

In case you are looking to perform manicure at your home here are a few tips to guide you;

â€¢ First file your nails at a 45Â° angle while keeping the emery board flat beside the nail. You must always file in one direction, preferably towards the centre. Now you may cut your nails with a manicuring scissor.

â€¢ After filing apply nail oil, serum or lotion in circular motions on the nails.

â€¢ In a pot mix dishwashing liquid and warm water and soak your hands for 6-8 minutes, this will loosen the dirt.

â€¢ Now using a soft nail brush scrub the skin around the nails.

â€¢ A moistened pumice stone can be used to smoothen rough cuticle edges

â€¢ For pushing the cuticle back, use a flat wooden stick, avoid metal sticks.

â€¢ Now dry hands completely and push the cuticles back using a soft cloth.

â€¢ Now trim your cuticles using a cuticle trimmer.

â€¢ Clear any stains or dirt using a soft cloth. Now apply a hand lotion or cream

â€¢ At this stage buff nails as it improves the blood circulation and also gives a good shine. Remember to buff only in one direction. After buffing wipe your hands with a soft cloth.

This regime though extensive, does not require much time and once done on regular basis, manicure can be done in 15-20 minutes.

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