





A Brazilian wax costs \$40–\$80. **Sonya's Skin Care**, NYC, 212-725-0825; **Skin Deep**, San Diego, 619-299-3337; **Just for You Salon & Spa**, Tempe, AZ, 480-752-8100.

# Totally Ripped

A FEW BRAVE MEN ARE GETTING WAXED TO THE MAX

It's agonizingly painful and traditionally for women, but that isn't stopping a new generation of guys from going where few have gone before: to a salon for a Brazilian bikini wax.

Originally developed for gals who didn't want hair peeking out of their G-strings, the process has been adapted for guys to include the removal of all the hair—yep, all of it—around the penis, scrotum, and anus.

"We started waxing a few men who came in with their girlfriends," says Sonia Menezes of Sonya's Skin Care in New York City. "But

now we have so many male customers that we've started advertising to them."

Kurt Cunningham, owner of the Skin Deep salon in San Diego, has also observed an increase in men looking to depilate down under: "The other surprise is the age of the guys requesting the treatment. I've got three 19-year-olds I wax regularly."

The big question is: Why are men willing to have warm wax spread all around their genitals, only to have it violently ripped off? The answer is simple: sex.

"The pain lasts only a second," says Sam, 41, who

lives in Seattle. "Afterward everything is very smooth and a lot more sensitive."

"Most of my clients do it because their wives or girlfriends want them to," says Loretta Wilson, of Just

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for You Salon & Spa in Tempe, Arizona.

Eric, 36, from Chicago, can vouch for that. "My wife likes the hairlessness, and that translates into more sex for me," he says. "And overall, it just feels better." —A.K.