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BY JULIE GALLEGO

Get your boy a “MAN-I-Cure” at Images Luxury Nail Lounge



Primping isn't just for O.C. girls anymore. Newport Beach-based Images Luxury Nail Lounge (with salons in Irvine and Newport Beach) recently launched services especially for men.

The services range in price from \$35 to \$85 for simple hand treatment that includes paraffin wax and hot oil massage to a mani-pedi that features a 20-minute hand and foot massage. Additional grooming services include waxing (starting at \$8), facial masks (\$10) and massages (\$1/minute).

A customer relaxes while getting a Man-I-Cure at Images Nail Salon We recently talked to Images General Manager Tony Nguyen about the new service:

Why did you launch the OC MAN-icure ?

It's important for everyone, both men and women, to practice great hygiene and take care of themselves. However, many men are afraid or confused on what to ask for when visiting a salon for the first time. Our goal in launching the OC MAN-icure was to introduce male nail care as the new norm, and help them feel more comfortable when visiting our salon.

Did you already have a regular male clientele?

Yes, we already had a very large percentage of male clients, which is one of the main reasons that we created this specific menu option, out of a need for the men who come in and wanted a treatment catered to their needs.



How is the MAN-icure menu different than what you already offered? Are there different services? Products?

Before we offered the MAN-icure, most of our manicure and pedicure packages mainly focused on the application of nail lacquer and nail extensions. Since most men opt out of receiving lacquers and extensions, we created a package that revolved specifically around men's needs. For example, we provide additional massage time as well as a very focused callus treatment to help exfoliate and soften the tough skin men tend to have on their hands and feet. We use the same exfoliation tools, waxes and oils as a normal mani/pedi, however we're rearranged the services to help make men's skin cleaner, smoother and healthier.