

Fort Worth Star Telegram; Lifestyle Section; February 22, 2009

## Just for men: Take a seat at the Boardroom in Southlake for a shave, haircut, massage and more

Pamper yourself with the Benchmark, a combo of haircut, scalp massage, hand treatment and facial

BY PETE ALFANO

[palfano@star-telegram.com](mailto:palfano@star-telegram.com)

### Related Content



Star-Telegram/Stewart F. House

Jennifer Webb shampoos Josh Majorka of Euless at the Boardroom Salon for Men in Southlake. Star-Telegram/Stewart F. House



*Editor's note: Another in a monthly look at new and interesting [spa](#) treatments around town.*

Located in Southlake Town Square, with [salons](#) in Dallas and Allen, the Boardroom Salon for Men is not your wife's [hair](#) salon and day spa. As one of the featured stylists/grooming consultants says: " This is a way for men to "pamper themselves without feeling 'sissy-fied.'

Dark wood paneling and wood floors, leather chairs and soft lighting give the Boardroom a sophisticated and relaxed denlike atmosphere. The TV in the waiting area is tuned to ESPN, and there is a pool table in the middle of the hair-cutting room. And, it's not just for show: Rack 'em up and play while you wait.

There are private rooms where you can get an old-fashioned shave with a straight razor, a massage, a facial or hand-and-foot grooming.

One of the more popular hair services is the Benchmark, which includes a consultation, tailored cut, [shampoo](#)

and conditioning, paraffin hand dip, scalp massage, moisturizing [facial](#) and steamed towel application, a cleansing rinse and styling — all timed to be completed in about 50 minutes.

**The experience:** If you choose the Benchmark, the first step is talking to your stylist about your hair, from its eccentricities to the length you prefer and products you use. The stylist isn't there to change your mind but to maximize the way you want your hair to look after you set the ground rules. Shampoos, conditioners, styling products and sprays are from Bumble and bumble, with a wide range to meet any hair type. We learn that our fine, wavy hair is better suited to a "point" cut, not a "blunt" cut, to maximize volume. Who knew?

The stylist uses a spray bottle to wet the hair, although some men, she says, have their hair cut dry. Then, it is off to the paraffin dip, where each hand is immersed in the hot waxy liquid for 10 seconds, wrapped in plastic and placed in what looks like an oven mitt. While the paraffin solidifies, moisturizing and softening weather-beaten hands, the stylist shampoos your hair, massaging the scalp and rinsing. The conditioner is applied, worked in thoroughly and allowed to sit while she proceeds to the face and neck massage, before wrapping your face in a steamed towel with a hint of eucalyptus spirits that open up the nasal passages.

While you're in a mummylike state, the hairstylist removes the paraffin wrap and massages the hands and forearms, which no longer feel alligatorlike. The steam towel is removed and the hair rinsed. It's back to the chair for styling and blow-drying, which includes an explanation of the products used to give your hair its quasi-new look.

**Cost:** The Benchmark is \$50 a visit, or you can buy the Executive Membership for \$675 for an unlimited number of Benchmark treatments annually. The Express includes a consultation, tailored cut, shampoo, conditioning and styling for \$35. A hot lather shave is \$55; hand grooming, \$30; foot grooming, \$45; and therapeutic massage is \$115 for 90 minutes. A complete list, including membership packages, is available online or in a brochure you can get at the salon.

**Good to know:** The Boardroom takes walk-ins, but you must make an appointment if you have a preferred stylist. Weekends are busy. Gift cards are popular.

**Spa hours:** 10 a.m. to 8 p.m. Monday-Thursday, 10 a.m.-7 p.m. Friday, 9 a.m.-5 p.m. Saturday, 1-5 p.m. Sunday

**Information:** 1260 Main St., Southlake (Southlake Town Square), 817-251-9600, [www.theboardroomsalon.com](http://www.theboardroomsalon.com)