



*News Release  
February/March 2008*

## **HAIR TODAY, GONE TOMORROW!**

Men with hairy backs are a big no-no! Women don't like men with hairy legs or chests either; aren't particularly keen on beards and moustaches – but can be turned on by men with hairy arms!

Women cite beards as a big problem because although they can look nice, close encounters often roughen their skin. "Kissing a man with a beard makes my chin itch; it is not very romantic," was one woman's comment.

The findings, from the latest White Light Skin Clinics' survey, show that more than half of women think hairy arms can be sexy but hairy chests can be a "nuisance" and a hairy back is a total turn-off. Surprisingly, more than a third of all women prefer men to have no hair anywhere but on their heads.

While women in Britain are fastidious about underarm hair, nine out of ten said they were happy for men to keep underarm hair and just over half said they thought it was masculine and appealing.

Keeley Sharp, regional manager for the White Light Skin Clinics, said there was definitely a growing trend for men to get rid of body hair.

"We are experiencing a steady increase in men wanting to have smooth arms, legs and chests," she said. "This goes across all age groups. Many men are saying it is their partners who have suggested they get rid of their body hair and quite a few are saying they just want to try something different.

"Our hair removal systems are based on intense pulsed light treatments and are very long lasting, so we do suggest men consult their partners if they are looking for a major change such as total body hair removal."

**ENDS.**

*Please see additional information below:*

## **HAIR TODAY, GONE TOMORROW! Cont...**

**Editors notes:** *The survey questioned women only on a main base of 40 from a range of demographics across the country, with 100 additional add-ons. No men were involved in the survey.*

*The results were surprisingly uniform and more details are available.*

*The survey also found women really disliked grey chest hair on men and hairy feet.*

*The White Light Skin Clinics are fully registered with the Health Authority and are opening up across the UK including in selected House of Fraser department stores.*

[www.white-therapy.com](http://www.white-therapy.com)

### **Clinics are currently located at:**

**Basingstoke** – Upper Level, Festival Place. 01256 637800

**Belfast** – House of Fraser, Lower Ground Floor, Victoria Square. 0284 142 4500

**Birmingham** – Pavilions, 38 High Street, B4 7SL. 0121 270 9320

**Bristol** – The Mall Galleries, Union Callery, Broadmead. 0117 370 1300

**Cardiff** – Howells, 14/18 St mary's Street. 02920 602120

**Cheltenham** – Upper Balcony, Beechwood Shopping Centre. 01242 529 415

**Guildford** – House of Fraser, 105-111 High Street. 01483 698499

**Manchester** – House of Fraser, Deansgate. 0161 638 8520

**Southampton** – The Mall Marlands Shopping Centre 02380 080599

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