



# Secret Men's Business

## Day Spas: The New Business Lunch

Men too are finding their own bastion of pleasure.

'Across the Pacific business deals are being brokered on new turf,' reports *The Australian* newspaper.

US clients are being won and deals done not on the golf course or at the country club or a top restaurant, but at the luxury spa, where corporate players take their clients for massages and pampering before meeting them in the steam, sauna, or spa bath overlooking the city for deal making.

*Experts say the trend is being driven by health concerns with the new metrosexuals wanting to stay slim, fit and look good. Massage and relaxation are the new way to appeal to someone you want to woo. Men in the entertainment industry have been going to luxury day spas for years, but males in the corporate market are now catching on.*