

SOMEBODY LIKES HIM HAIRLESS ON THE BEACH, 8 OUT OF 10 WOMEN PREFER THE "SHAVED-MAN"

No more hairy chests, furry backs and woolly legs! The beach body challenge is around the corner and 82% of women have disclosed to prefer the hairless man.

A trend on an international level, rebaptized "shaved-man", involving both Hollywood stars and the VIPs in the Belpaese.

Male trends concerning their "hair" have ranged from **John Travolta's** hairy upper trunk to **Justin Bieber's** hairless chest, from **Pierce Brosnan's** furry abdomen to **Daniel Craig's** immaculate skin, up to the super cool guy **David Beckham**, whose skin is covered uniquely by tattoos, and **Mariano Di Vaio**, the made in Italy blogger.

Tom Selleck's style, with the hair in plain view typical of the 80s, is now definitely out of fashion. From the US to Italy, the latest fad has a unique name: "shaved-man" is the buzz word, to the delight of Italian females. Indeed, according to more than 8 in 10 women (82%), the ideal man displays a perfectly smooth skin, utterly shaved. The reasons for that? According to Italian women's confessions, hairless men appear younger (87%), sexier (84%) and more self-confident (75%). Such tendency gets confirmed as well by some interesting studies, like those published by *Archives of Sexual Behavior* scientific magazine spotlighted by the *Daily Mail*: only the 20% of women in the enquired sample group revealed to favor the hairy man.

Which body areas must absolutely appear completely shaved? The back represents the number one answer (90%), with the buttocks (86%) and the chest (79%) following. Furthermore, the top 10 chart listing the hottest and most attractive men according to Italian women, ranks at the very first positions some hairless Adonis men such as **David Beckham** (56%) and **Brad Pitt** (49%).

This is what revealed by a research carried out by Quanta System Observatory with WOA (Web Opinion Analysis) methodology involving about 1500 Italian women aged between 18 and 65. The study dealt with an online monitoring across the main social networks, blogs, forums and community websites. Its goal was to find out whether the females in the Bel Paese will prefer the hairy or the shaved man on the shore during the upcoming summer.

Dr. Paolo Sbano, physician surgeon at the dermatology unit in Policlinico Universitario "Santa Maria alle Scotte" in Siena and at "Bel Colle" Hospital in Viterbo, underlines and confirms such tendency in favor of hair removal across men: "In this very period we witness a clear raise in the demand of such treatment, with a significant increase in male hair removal operations, on back, chest and abdomen above all. A treatment appreciated also by VIPs, in particular those belonging to the show business. This treatment must be absolutely avoided before exposing oneself to the sun in order to prevent the post-inflammatory photo-induced hypopigmentation. To perform this procedure, I rely on the *Duetto MT* laser which, thanks to its double wavelength (755 nm + 1064 nm), results in the greatest effectiveness over any hair type.

During an interview released to *Glamour*, Katy Perry, the well-known singer now back with her new hit "Dark Horse", has declared to prefer the shaved men, so did the runway model Kate Upton. In fact, as reported from the British tabloid *The Sun*, the American model appeared on *Sport Illustrated* cover came clean about this topic, claiming she would never date a non-shaved man.

Why do more and more Italian women prefer the shaved man?

According to what disclosed by our survey, the main reasons for this preference reside in the "shaved-men" appearing not only younger (87%), but also more captivating (84%), in addition to an enhanced feeling of confidence (75%). Among the other main motivations listed by Italian women, hair removal would lend an additional effect of elegance (66%), in addition to conveying a greater neatness (57%) and cleanness (52%). Such data are proved also by a study at *Indiana University*, stating that hair removal enhances the self-esteem in males. According to the sexology specialist Justin Lehmiller, director of the Social Psychology course at *Ball State University*, men who get shaved experience an increased self-esteem and have a feeling that they are more captivating, in particular regarding their virility, which results strengthened.

This trend turned out to be significant enough to encourage the most important international magazine headlines to consult their female readers about the "shaved-man" phenomenon. Indeed, *Women's Health* popular American magazine took a survey concerning this eternal debate: hairy male or hairless male? 30% of survey participants stated that men should shave their legs, and even a 22% percentage claimed to love hairless and smooth-as-silk legs in males. This preference from the female side adds up to more and more men resorting to the hair removal: a counter-survey conducted by *Askmen.com* enquired 1000 American men, asking them whether they have ever undergone a hair removal treatment. Their disclosures revealed that 95% of them have had such treatment at least once during last month.

Then, which body areas must be strictly shaved according to women, in particular along the shore, in order to have an enviable beach body? A furry back definitely ranks first as the most embarrassing body part (90%) based on the answers of Italians. Second place on the female blacklist for the hairy buttocks (86%) and chest (79%), which Italian guys use to leaving "untamed" too often. The top10 chart further lists the arms (71%), legs (64%), belly (56%), feet (53%), hands (47%), ears (45%) and the pubic region (41%).

A trend getting more and more strong, in particular among young people. A research conducted by Prof. Susan Basow, psychology teacher at *Lafayette College* in Easton, Pennsylvania, explained that the hair removal is steadily increasing in frequency and approval among students: when put in front of some photos of the same body, covered however by an increasing amount of hair, the majority of the involved students admitted to prefer a hairless body. Furthermore, they stated that hair removal is a socially accepted habit nowadays.

BOTTOM LINE, HERE THE TOP10 OF THE MOST ATTRACTIVE SHAVED MEN IN SWIMSUIT ACCORDING TO ITALIAN WOMEN:

1. David Beckham (56%)
2. Brad Pitt (49%)
3. Colin Farrell (46%)
4. Cristiano Ronaldo (44%)
5. Matthew McConaughey (41%)

6. David Gandy (39%)
7. Mariano Di Vaio (36%)
8. Kit Harington (33%) (the actor portraying Jon Snow in the "Game of Thrones" TV-series)
9. Claudio Marchisio (29%)
10. Daniel Craig (24%)

Quanta System is an Italian company founded in 1985 based in Solbiate Olona (Va), from 2004 belonging to the international group El.En, and a world leader in the production of lasers for three scientific fields: aesthetic medicine, surgery and art. Three divisions united by one principle: to improve the quality of life of patients and taking care of people. Founded as a spin-off of one of the largest research centers in the field of lasers and optics worldwide, Quanta System has taken the first steps in high energy physics, plasma physics, spectroscopy and light interaction -matter. The first laser for the restoration of works of art were developed in 1994, and since 1997 began the activities in the field of medical lasers for dermatology and aesthetic medicine. In 2008 the company developed its first surgical lasers, which have today significant market share internationally. Trusted partner of healthcare facilities, doctors, institutions and organizations engaged in scientific projects, the activities of Quanta System are also aimed at European and international research programs, in collaboration with prestigious universities and research centers around the world.

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