



He's Love-Shorn

If Diddy does it, it's got to be big: The discerning music and fashion mogul recently admitted to grooming "down there," saying, "If men require women to go through the pain, we should return the favor." And return it, men are: Famed New York hair removal expert Shobha reveals that men are increasingly visiting her for some "hairless happiness." "We have male clients that range from bodybuilders to models to your average Joes," claims Shobha. She also reports that guys are going for "bikini treatments," and that the results are a true confidence booster. "When men's skin is hairless, it can make them feel cleaner and smoother, which in turn enhances their appearance and self-confidence," she says. And there is another added bonus: Strategic waxing and trimming can—how do we put this—maximize the appearance of his masculine gender. What man wouldn't want that?

Of course, besides tending to his nether region, celeb barber J. Vegas, who works with Kobe Bryant and Usher, stresses all-over hair patrol, citing the three Ms—"Mandatory Manscape Maintenance"—as a 2009 must. "Shaving, waxing and cleaning up the superfluous fur—back hair, unruly eyebrows, underarm hair—is important," he says.