

Grey and Proud

Should men try to hide their greying locks or embrace the silver theme? asks
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Tuesday, March 24, 2009

Men have been told for years that we look distinguished when we go grey – so much so that we’ve more or less bought in to it.

But it’s not necessarily the case, according to Janet Clarke, general manager of The Grooming Rooms on South William Street.

“Not all men with grey hair look sexy and distinguished. It suits some men more than others. The colour of hair they have to begin with is very important – obviously black turning grey can look very attractive, but strawberry blonde turning grey may not look so great.

“Skin colour is very important too. With certain light complexions which a lot of Irish men have, grey hair makes them look very washed out. Not everyone has lovely sallow skin like George Clooney.”

Hair dyeing for men is an increasingly important part of the business mix at The Grooming Rooms, according to Clarke.

“It’s only something we have been doing for about six months and we have quite a lot of men availing of it. Usually they just want to feel more youthful or their wife or girlfriend has been encouraging them to do it.

“Men feel apprehensive about dyeing their hair – that it will be seen as a ‘poncey’ thing to do. I think they appreciate that in a place like this they don’t have to feel embarrassed about it. We use L’oreal Homme which is a colour blending system as opposed to a dye and I think men appreciate that it’s natural looking. It’s not eliminating the grey, it’s just softening it.”

Hmm. Isn’t it all just, you know, a little girlie? “I don’t agree at all,” says Clarke. “Anything that makes you feel good, go for it. Women dye their hair all the time, so why shouldn’t men?”

“The caveat I would put on that is that over a certain age, it can look very unnatural. On a man of 60, a head of jet black hair has the opposite of the desired effect I think. It should also be done professionally. There is nothing worse than a man who looks like he had a bucket of tar poured over his head.”