Abstract

Masculinity, masculine work places and masculine grooming are all changing. Men of the twenty-first century are experiencing a deconstruction of traditional hegemonic masculinity (Connell, 1995), as the deindustrialisation of traditional male work places erode the need for men to present a work ethic based upon physical strength. With this erosion of traditional work places, there are changes afoot relocating men, their masculinity and their exterior appearance away from the embedded practices of traditional hegemonic masculinity towards a new ‘performance of appearance’ within contemporary interactive service employment roles.

These changes are not merely occurring from free will, but are mediated by marketing trends and the promotion of the masculine body as an objectified resource, through which men can remain visible and successful in contemporary work places. This movement, however, requires a means to facilitate the changes, with the masculine habitus posed as being the vehicle for actualisation.

This thesis draws upon my lived and worked experiences as a Registered Nurse within the appearance medicine sector. I explore contemporary masculine beautification, and the potential paradoxical situation of the emergence of a new masculinity associated with a ‘performance of appearance’ within contemporary work places, but achieved through an adherence to practices associated with traditional hegemonic masculinity. Using a web content analysis approach, I explore masculine appearance medicine websites, the services they offer to men and the marketing trends implemented to engage men with this practice.

My research produces findings that are both multi-faceted and interrelated. The key outcomes suggest that changes are occurring within the construct of masculinity and that men need to both become aware of, and engage with, their habitus as a facilitator for change. The findings also present the contradictory practice of masculine appearance medicine treatments being marketed through the constraints

---

1 Traditional hegemonic masculinity is the culturally normative ideal of masculine behaviour (Connell, 2005).
and comforts of traditional hegemonic practices. My findings suggest that although the construct of masculinity is porous, and a shift in practices is occurring, with a ‘performance of appearance’ emerging as a feature of a new work place masculinity, men still require the comforts provided by traditional hegemonic practices in order to facilitate this change.
Acknowledgements

My satisfaction in completing this thesis disguises the long and emotional journey that has occurred to arrive here intact. There have, of course, been numerous people who have supported me through this time, and I would like to take this opportunity to extend my thanks to them. My thanks, therefore, go to Massey University, the Library staff and the learning consultants, together with my extended family.

I would, however, like to thank more specifically my supervisors Assoc. Professor Ann Dupuis and Dr Warwick Tie for their time, guidance and patience through this process. They have been wonderful in supporting me, providing emotional sustenance, practical advice and, above all, a belief that completion was possible. Their support has been resolute, and without whom I would not be where I am today.

My second thank you extends to my close family who have been unwavering in their support for me. They have all been so patient and understanding, particularly when the household needs have fallen upon their shoulders. To Steve, my husband, I cannot thank you enough for not only financially supporting me, but for running the house and for ensuring I eat and drink at the right times; to Gemma for your fabulous cooking skills; to Lucy, who has enduring belief in my ability to write and to Polly and Fuchsia for your company. For this support, I am deeply indebted to you all.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>ii</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>iv</td>
</tr>
<tr>
<td>Table of contents</td>
<td>v</td>
</tr>
<tr>
<td><strong>Chapter One</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Introduction</strong></td>
<td>1</td>
</tr>
<tr>
<td>The cultural context of modern masculine grooming</td>
<td>1</td>
</tr>
<tr>
<td>My story</td>
<td>3</td>
</tr>
<tr>
<td>The aims of the research</td>
<td>4</td>
</tr>
<tr>
<td>Statement of research</td>
<td>5</td>
</tr>
<tr>
<td>Structure of thesis</td>
<td>6</td>
</tr>
<tr>
<td><strong>Chapter Two</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Men’s appearance medicine: a literature review</strong></td>
<td>9</td>
</tr>
<tr>
<td><strong>Part one:</strong> The advent of appearance medicine</td>
<td>9</td>
</tr>
<tr>
<td>Statistical data: what is happening now?</td>
<td>10</td>
</tr>
<tr>
<td><strong>Part two:</strong> The theory</td>
<td>17</td>
</tr>
<tr>
<td><em>Habitus</em> and the emergence of a new <em>habitus</em></td>
<td>17</td>
</tr>
<tr>
<td>Body projects</td>
<td>22</td>
</tr>
<tr>
<td>The body as a project</td>
<td>23</td>
</tr>
<tr>
<td>Capital, physical capital and symbolic violence</td>
<td>28</td>
</tr>
<tr>
<td>Masculinities</td>
<td>32</td>
</tr>
<tr>
<td>Disciplinary power and the normalising gaze</td>
<td>37</td>
</tr>
</tbody>
</table>
Chapter Three

Methodology: the research story

Introduction

Part one: The research

Research question
Sample
Web content analysis
Coding
Validity and reliability

Part two: Websites

An overview of the websites
Destination for Men
Face of Man
Kiora Medi-Spa
Maschio Grooming
Planet Man Grooming Lounge
The Refinery
Trampas: The Men’s Room

Part three: The emerging themes: an overview

Introduction
Masculinising the femininity of appearance medicine: masculinities, normalisation, and nostalgia
The advancement of machines: power and knowledge in discourse as a means of men’s engagement with appearance medicine
Conclusion
Chapter Four

Masculinising the femininity of appearance medicine: masculinities, normalisation, and nostalgia 63
Masculinities: masculinising the femininity of appearance medicine 63
The changing identities of masculinity 65
Masculinity: discourse as a tool for normalisation 74
The generation gap 80
Nostalgia 84
Nostalgia and the traditional barbershop 85
Nostalgia and the military 85
Colonial nostalgia 86
Reflexivity and nostalgia 88
Conclusion 91

Chapter Five

Men and machines: power and knowledge in discourse 94
Men and machines 94
Men, attachment theory and machines 95
The use of power and knowledge as a means of engagement for men 97
Knowledge and power 97
Masculinity: language and discourse as power 100
Conclusion 105

Chapter Six

Conclusion 106
Introduction 106
The aims and contributions of the thesis 107
Key findings 110
Possibilities for further research  113
Final thoughts  113

**Bibliography**  115

**Appendices**  129
- **Appendix A:**  Sampling  129
- **Appendix B:**  Secondary search criteria  134
- **Appendix C:**  Coding schedule  136