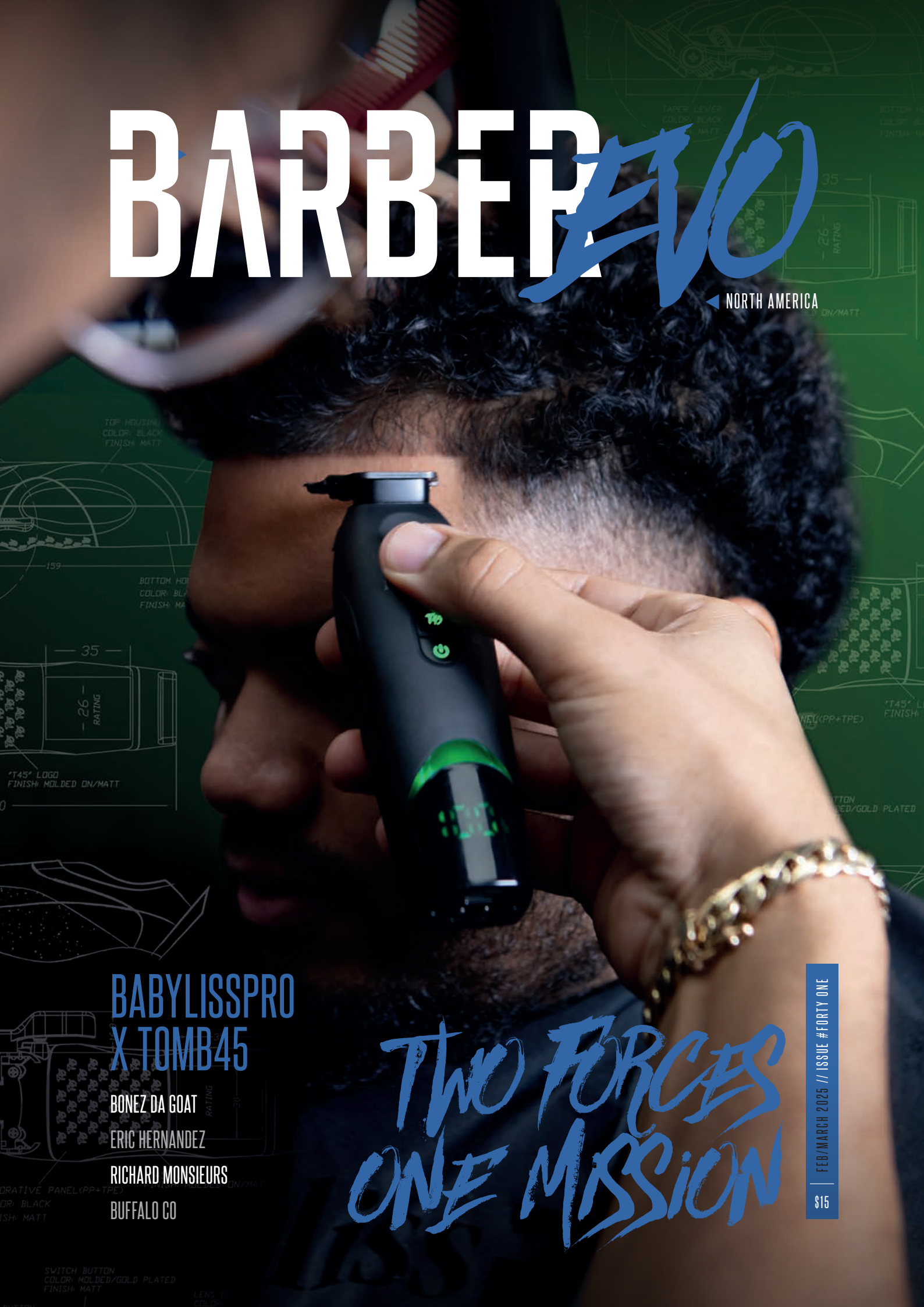
BARBER EVO

NORTH AMERICA



BABYLISSPRO X TOMB45

BONEZ DA GOAT

ERIC HERNANDEZ

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Kyle Pemberton,
Javier Inspira.

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Pedro Gravatá.

Make Up//
Janaina Carvalho.

Wardrobe//
Augusto Agrizzi.

Models//
Luís Filipe,
Maria Oliveira,
Mirela Conde,
Alijah Johnson,
Jean Wander,
Jhonne Duarte.







ULTA BEAUTY X ABS.

GROW COLLECTION



Ulta Beauty Pro Team//
Nick Stenson, Anna Manukyan, Sean Godard, David Lopez, Vernon Francois, Michelle O'Connor, Sonya Dove, Danielle Keasling, Mat Wulff, Jaleesa Jaikaran, Deney Adam.

Ulta Beauty Design Team//
Haley Valadez, Reva Haga, Brittany Prater, Justin Toves-Vincilione, Gilad Goldstein, Laura Gunter, Leonardo Valencia, Janelle Eyre, Anthony Negron, Takeyra Shipps, Galyna Poczciwinski.

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Nails//
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41

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COVER

BaBylissPRO X Tomb45

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BarberEVO

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ANDREW BREWSTER & DAVID FOSTER | CO-FOUNDERS

WELCOME TO THE FIRST EDITION OF 2025! WHAT AN EXCITING WAY TO OFFICIALLY JUMP INTO THE YEAR AHEAD. WE HOPE YOU ALL HAD A RESTFUL WINTER, AND ARE NOW READY TO DIVE HEAD FIRST INTO THE YEAR AHEAD, AND TO OUR FIRST EDITION OF 2025 TOO!

It's our first official magazine of 2025 – and we just want to start off by saying thank you to everyone who has been with us on the BarberEVO journey from the get-go. It has not always been easy – but we've powered through, and we believe we came into the industry just at the right time. Our mission is to bring the industry together, to inspire, motivate, inform, and uplift – whether that is on the pages of this print magazine, through our digital presence and unique video content, or in-person at events.

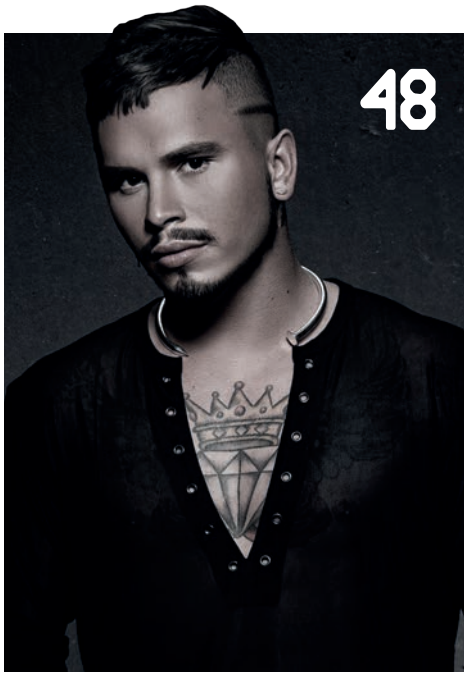
There is room for everyone in this industry, it's just about finding your tribe and your niche, and we are here to help make that happen. Speaking of in-person events, we have already been a busy bunch over here at EVO HQ, with Cosmoprof Miami and the Phorest Summit in Dublin already under our belt in January, and Premiere Anaheim, IBS, ABS and the CT Barber Expo coming up quickly. Which events will you be attending? We hope to see you there!

As this issue goes to print, the fires in LA are still ongoing, and we want to send out our condolences, love and prayers to everyone affected. With many of our columnists, interviewees and business partners being directly impacted by this devastation – we want to commend their strength, perseverance and resilience. Watching the way this community has rallied amidst chaos, offering things like safe spaces and free hair washes to anyone affected... it proves that our industry is unified. We recommend anyone who is able to donate to the PBA Disaster Relief Fund, to help our industry peers rebuild. Whilst this year may not have started off on the right path for many, and there will still be hardships to come, this palpable unity is offering a sense of hope. Hope for the amazing things yet to come, in an industry that will celebrate your wins and carry you through your losses.

CONTENTS







JENNIFER PAXTON | EDITOR

IT'S A NEW YEAR AND WE'RE RINGING IT IN WITH A BRAND-NEW EDITION OF THE INDUSTRY'S FAVORITE MAGAZINE! WELCOME TO BARBEREVO ISSUE #41. IT'S TIME TO SETTLE IN AND ENJOY – SO, WHEREVER YOU ARE, WE HOPE YOU HAVE A BLAST.

In the first official magazine of 2025, I'd love to start out by thanking you guys – our readers and subscribers! Our job is to provide you a respite from your day – offering you a space to reflect, learn and enjoy. This edition, let's appreciate those small moments of joy.

We have BaBylissPRO on the cover – revealing their latest innovation in partnership with the iconic Tomb45. With words from Tomb45 founder, Chris Bossio, and educator, Sean Ralston, we also have the inside scoop on the range in this edition.

Also in this edition, we're In the Chair with... Corey Jamel Sturkey AKA Bonez Da Goat. The barber's story is one of resilience, true passion and perseverance – and we're excited to share it with you. We also join Eric Hernandez, who is the One to Watch of the edition. We talk through his story, his goals and his big plans for the future.

In our New Year section, we talk trends across barbering and grooming with some of the biggest names in the industry, before introducing the Pantone Color of the Year – Mocha Mousse.

After delving into the world of events, including a look into our very own EVO On The Road, we have some words from our columnist, Byrd Mena. Next, we launch into the world of business with some of our features including talking expansion with Barberdoza; pricing with our new columnist, Dayna Gamba.

We also head to some of the best barber shops in North America, including one from across the pond, the iconic R.W. Wolf Barbers – getting into design, layout and more.

Haircare is also a huge focus in this edition, so we spoke to the amazing Brittany Calzada to get into all the info you need to know heading into 2025.



HANNAH AND CHRYSTOFER BENSON
Founders of CBC, Artistic Directors of L3VEL3



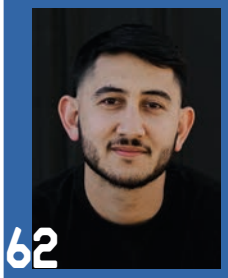
DAYNA GAMBA
Owner of Rectify Boston, Ambassador and Educator for BaBylissPRO and Barber Strong



JOHN MOSLEY
Educator, Vagaro Partner, Creative Director Dandymen



BYRD MENA
Global Creative Consultant for Wahl, Booksy Partner



MATTHEW MENDOZA
Owner of Title Barbershop, Podcaster and Writer







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SHORT CUTS



VAGARO LAUNCHES CONNECT APP

In today's fast-paced business environment, effective communication is more important than ever. Vagaro has introduced Vagaro Connect, enhancing real-time communication for businesses and clients.

The two-way messaging platform is designed to improve communication between businesses and their clients, as well as among team members. Accessible via the Connect App or Vagaro Desktop, the app enables seamless, real-time conversations, empowering businesses to deliver a personalized experience to clients while improving team collaboration.

The dedicated business communication channel within Vagaro Connect ensures that work-related messages are kept separate from personal messages, allowing business owners to set clear boundaries. This helps improve professionalism while maintaining effective communication.

What is Vagaro Connect?
Vagaro Connect is an extension of the Vagaro Pro apps that provides an easy-to-use platform for direct messaging between clients and businesses. By enabling two-way chat for both client and team communications, Connect helps simplify the process of staying in touch, with all features fully accessible through the Vagaro Pro app on desktop and mobile. Full functionality is available with Vagaro's text messaging (SMS) feature, making it easier to stay connected at all times.

While many business owners already communicate with clients and employees through emails or phone calls, Vagaro Connect offers a more streamlined and efficient solution. Unlike traditional methods, Connect enables real-time, personalized communication that's more efficient and easier to track.

As businesses seek more effective ways to manage client and team communications, Vagaro Connect emerges as a crucial tool. The app enhances the overall client experience, streamlines internal communication, and supports a healthy work-life balance for business owners. For more information go to **vagaro.com**.

vagaro

GA.MA PROFESSIONAL LAUNCHES NEW LUMINE BEETLE CLIPPER

GA.MA Professional, the global hair tool leader, is excited to announce the launch of their new Lumine Beetle Clipper. Small in size but packed with all the features of a larger trimmer, this compact powerhouse is the perfect choice for detailed work.

Designed with both ergonomics and durability in mind, the Lumine Beetle Clipper (Price: $47.20) is ideal for stylists who need accuracy without sacrificing performance. With a 6000 RPM motor, it effortlessly delivers professional-grade results, whether you're perfecting a sharp fade design, refining edges around the ears, beard, or sideburns or tidying up the nape. Its lightweight beetle-inspired design prioritizes safety, enhances productivity and allows for faster work to keep up with the fast pace of salons and barbershops.

What sets the Lumine Beetle Clipper apart is its Professional Sintered Blades, which blend the durability of forged steel with the lightweight feel of synthetic materials, created through a cutting-edge sintering process. This advanced technique fuses metal powders into a corrosion-resistant structure that's built to thrive in wet environments like salons. The result is a blade that's as reliable as it is precise. **www.gamaprofessional.us**.

PBA DISASTER RELIEF

The Professional Beauty Association (PBA), whose mission is to advocate and fight for the rights and professionalism of the beauty industry, is urgently seeking donations for the Disaster Relief Fund to help those affected by the wildfires in Los Angeles.

As an industry built on creativity, care, and connection, it's time for us to rally together and provide the support our peers so urgently need. For many, these fires have not only destroyed homes but also livelihoods. Salons, tools, and products have been lost, leaving countless professionals struggling to rebuild their lives and businesses.

This is where we can step in. The Professional Beauty Association's Disaster Relief Fund is providing critical aid to those affected, ensuring they have the resources they need to begin again. Whether it's helping to replace lost equipment, supporting salon rebuilds, or easing personal financial strain, every donation makes a real difference.

Now is the time to show the strength of our community. Let's come together to make an impact. No contribution is too small—every dollar brings hope.

Ready to help? Donate today: probeauty.org/disaster-relief-fund



MR. BROTHERS CUT CLUB OPENS SINGAPORE BRANCH

Cheers are in order for iconic Japanese barbershop Mr. Brothers Cut Club, as the iconic barbershop brand celebrated the opening of their first Singapore barbershop. This marks the eighth Mr. Brothers Cut Club store and the long-awaited 2nd store outside of Japan. The store will be managed by Kento Masai, who has said on Instagram that he is "excited about the future prosperity" of the shop.

Daisuke Komatsu, Founder and CEO of Mr. Brothers Cut Club said: "When expanding our business to other countries, the most important factor for us is not so much whether the location is one we have dreamed of, but rather whether we have a strong local partner. In business outside Japan, it is essential to have a partner with extensive knowledge of the local market.

"Among these opportunities, Singapore stood out. Not only does it have a strong appreciation for Japanese culture, which makes it easier for our company's values to be embraced, but we also found a partner with whom we truly wanted to work with. This combination led us to establish our presence there."

To celebrate the launch, the shop hosted a launch event on the 9th January. With free haircuts, giveaways, food and drinks – including the Singapore Sling cocktail – the day time opening party was a success. The group also hosted an after party at the Barouv Rooftop Bar, with djs, more haircuts, and more drinks on offer.

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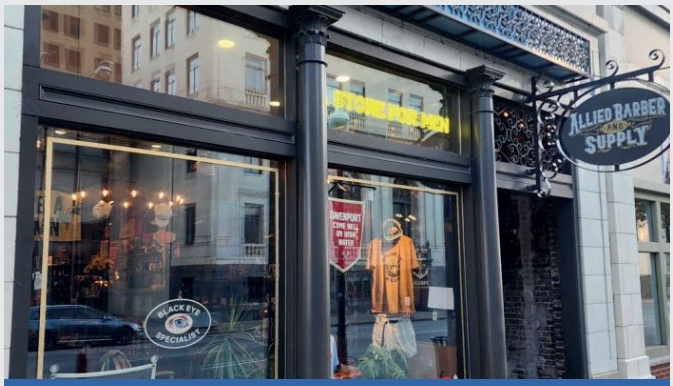
CAPTAIN FAWCETT ROYAL RECOGNITION

Founder of Captain Fawcett, Richard Finney, was honored with the prestigious Member of the Most Excellent Order of the British Empire (MBE) in the 2025 New Year Honours List in recognition of his outstanding contribution to International Trade and to Charity.

This honor highlights Richard's leadership in expanding British enterprise globally along with his dedication to charitable causes. These include men's mental health, homelessness, and children's welfare. A key initiative is the annual BarbersRide charity motorcycle ride, co-founded with Xavier Berrell and Colin Petrie which has to date raised over £180,000, for children's charities.

Richard Finney MBE said: "In the guise of Captain Fawcett, I am but truly honored to have been awarded 'Member of the Most Excellent Order of the British Empire' — Huzzah! However, this highly esteemed accolade should and will be shared, for I am but the conductor of a hugely professional and incredibly creative orchestra of talent that has in turn contributed so much to Captain Fawcett's ongoing success. Together, we are building something both disruptive and extraordinary to boot."





KELLER INTERNATIONAL SCHOLARSHIP WINNER

Each year, Keller International offer one lucky and deserving student the Keller International Scholarship. This year, the winner of the scholarship is Russell Maidlow. The barber, from the barbershop Allied Barber & Supply in Davenport, Iowa has proved that, through resilience and a genuine passion, you can make it through to the other side.

Keller International said: "We are proud to announce Russell as the recipient of this year's Keller International Scholarship! Russell's passion for barbering began at the young age of twelve, when he first walked into a barbershop and was captivated by the artistry and talent he witnessed. This early experience inspired him to pursue a career in barbering, where he hopes to blend his creative skills with his desire to help others.

"Russell's goal is to build a barbershop that is more than just a place for haircuts; he envisions it as a holistic space where clients can care for both their image and their mental health. By sharing his own journey, he hopes to create an environment where people can feel heard, supported, and uplifted. We are incredibly inspired by Russell's vision and dedication to combining artistry with empathy. Congratulations, Russell!".

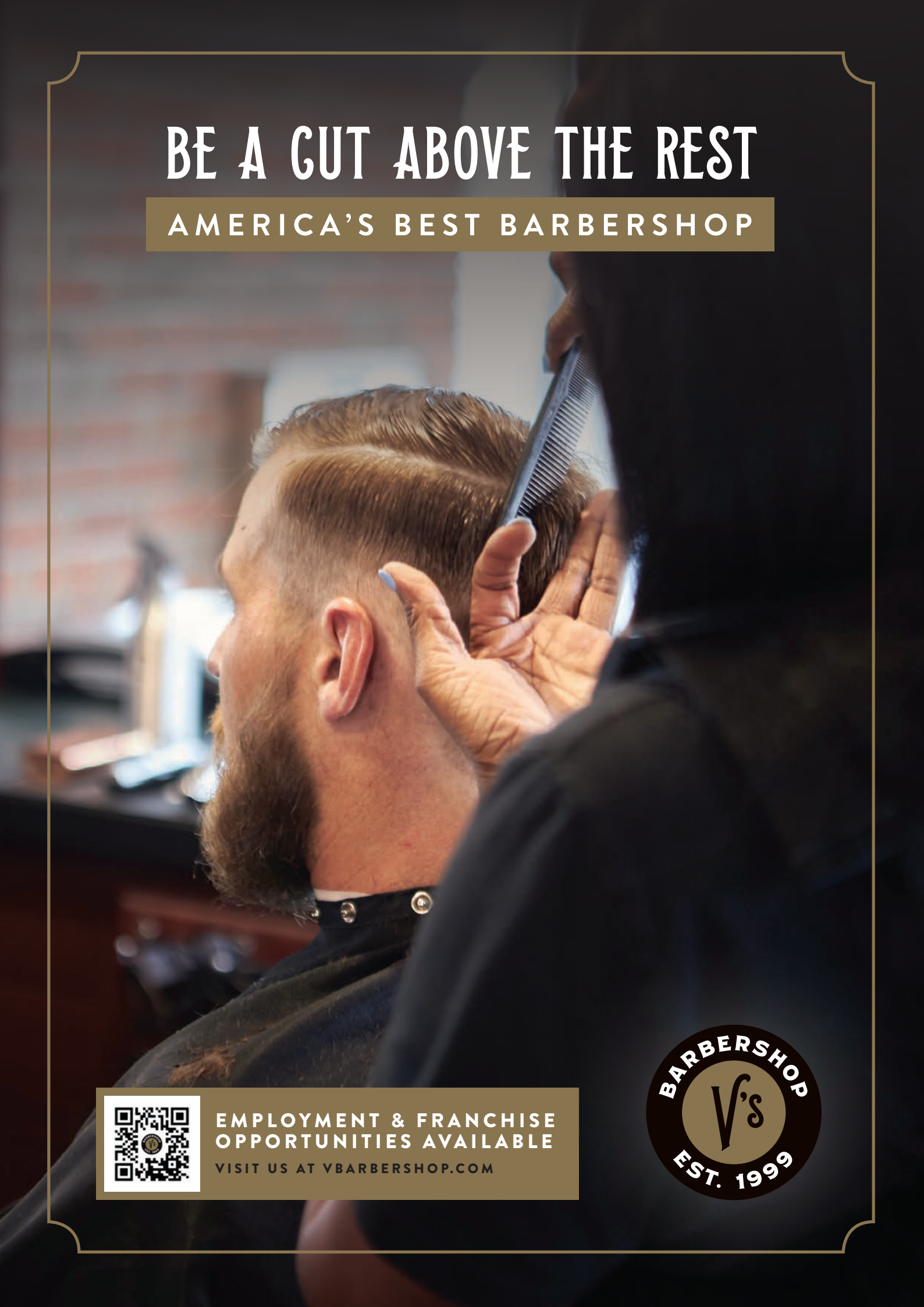
PATRICK BUTLER JOINS V's BARBERSHOP

V's Barbershop has announced the addition of Patrick Butler to its leadership team as the Director of Barbershop Experience. He brings over 30 years of industry expertise and a proven track record in education, operations, and grooming products.

"Patrick is the perfect fit for V's Barbershop as we continue to improve every aspect of the patron experience," said Emily Brown, Chief Operating Officer of V's Barbershop. "I'm thrilled to work closely with him at industry events and in our shops to ensure our franchisees and barbers have the training, tools, and inspiration needed to deliver exceptional in-store experiences. His expertise strengthens our commitment to being the authority in men's grooming."

"Patrick's addition to our leadership team represents an exciting step forward for V's Barbershop," said Jim Valenzuela, Founder and CEO of V's Barbershop. "His wealth of experience and dedication to education will help us redefine the men's grooming experience both inside and outside our barbershops. This hire signals our commitment to expanding into new areas while staying true to our core mission of delivering premium barbering services to gentlemen everywhere."

"PATRICK IS THE PERFECT FIT FOR **V'S BARBERSHOP** AS WE CONTINUE TO IMPROVE EVERY ASPECT OF THE PATRON EXPERIENCE."


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BONEZ DA GOAT

IN THE CHAIR



Role// Barber, Educator

Barbershop// Qure Barber

Location// Boynton Beach, Florida

Years in the Industry//17

BONEZ DA GOAT, AKA **COREY JAMEL STURKEY**, IS A NAME THAT ECHOES THROUGH THE BARBERING INDUSTRY. FROM HUMBLE BEGINNINGS TO BECOMING AN **L3VEL3** EDUCATOR, BONEZ' JOURNEY IS A TESTAMENT TO RESILIENCE, FAITH, AND THE TRANSFORMATIVE POWER OF A CRAFT. IN THIS EXCLUSIVE, BARBEREVO SAT DOWN WITH BONEZ TO UNCOVER THE STORY BEHIND THE MAN, HIS UNIQUE APPROACH TO BARBERING, AND THE IMPACT HE CONTINUES TO MAKE ON THE NEXT GENERATION.



"My journey with barbering has been nothing short of a blessing," Bonez shared, reflecting on his early days. "It all began in my garage. Like many others, that's where I picked up my first pair of Andis Masters! For me, though, barbering wasn't just an option – it was the only plan. There was no Plan B. I didn't think I could be anything else."

The path wasn't always easy. Bonez described he experienced extremely difficult moments before finding his calling.

"I was extremely depressed at one point. I was watching my closest friends start careers and families, while I had no job, no phone, and no direction. Even my 1997 Acura TL got repossessed," he added. "After I got fired from a catering job, I knew things had to change."

The turning point came when his father, a barber himself, delivered an ultimatum: find a job or move out. "My dad was a barber, and I grew up watching him. I told him to teach me how to cut hair, and that was it. The moment I picked up those clippers, I sold out completely to this craft. I knew I had absolutely nothing else."

BARBERING & IDENTITY

From the start, Bonez saw barbering as more than a job. It was an identity, a purpose, and eventually, a way to create meaningful connections.

"It was never just a job for me," he said. "From the moment I started, it was my life. But when my son, Kai, was born, it gave my work a deeper purpose. It became about leaving a legacy."

Over time, Bonez' style evolved from focusing on technical mastery to creating a unique client experience.

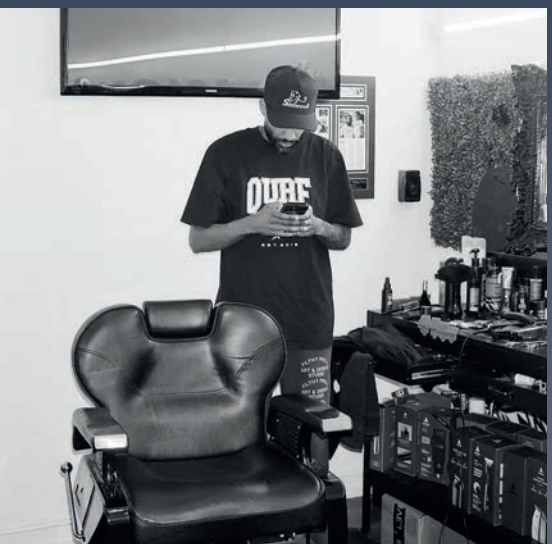
"At first, I thought my niche was Afro hair and retro '80s cuts. I felt like I was the best at it," he laughed. "But as I matured, I realized my real signature wasn't the haircut itself – it was the atmosphere I created in the chair. My clients come to me because I provide a safe space where they can be vulnerable. Cutting someone's hair is such an intimate exchange. It's not just about making someone look good; it's about making them feel seen and heard."

SHARING WISDOM

Bonez' passion for connection extends beyond his clients to the next generation of barbers. As an educator for L3VEL3, he's committed to passing on the lessons he's learned. "A man who doesn't share wisdom, really, isn't wise at all," he said. "Les Brown has a quote I love: 'Giving is the rent we pay for the space we take up on Earth.' That's how I see my role as an educator."

His teaching approach is rooted in humility and openness. ▶







"THERE WILL BE DAYS WHEN YOU DON'T CUT A SINGLE HEAD. BUT THAT'S PART OF THE PROCESS. STICK WITH IT, AND I PROMISE IT GETS BETTER."







"I don't go to younger barbers as Bonez Da Goat; I go as Corey," he explained. "I meet them where they are. I'm transparent, vulnerable, and an open book so they feel comfortable speaking to me as a friend rather than someone they see as 'famous' on social media. I want them to know I'm here to help them grow.

"The most rewarding part of being an educator is knowing I'm leaving the industry better than I found it. Helping someone grow, seeing their confidence build – that's everything. The only challenge is being away from my kids, but I wouldn't trade this for anything. Well, maybe my feet could use a break after standing all day at shows!" he smiled.

FAMILY ROOTS, LASTING IMPACT

When asked about his biggest mentors, Bonez didn't hesitate.

"My parents. They're my greatest mentors," he said. "My dad gave me the craft, but my mom gave me the will to never quit. She's the reason I'm alive. Her belief in me kept me going when I wanted to give up."

It's a lesson he carries into his advice for aspiring barbers – with Bonez noting that everyone should 'show themself grace.'

"You're going to be terrible at first, and that's okay. You're not going to have clients lining up right away. There will be days when you don't cut a single head. But that's part of the process. Stick with it, and I promise it gets better."

LOOKING AHEAD

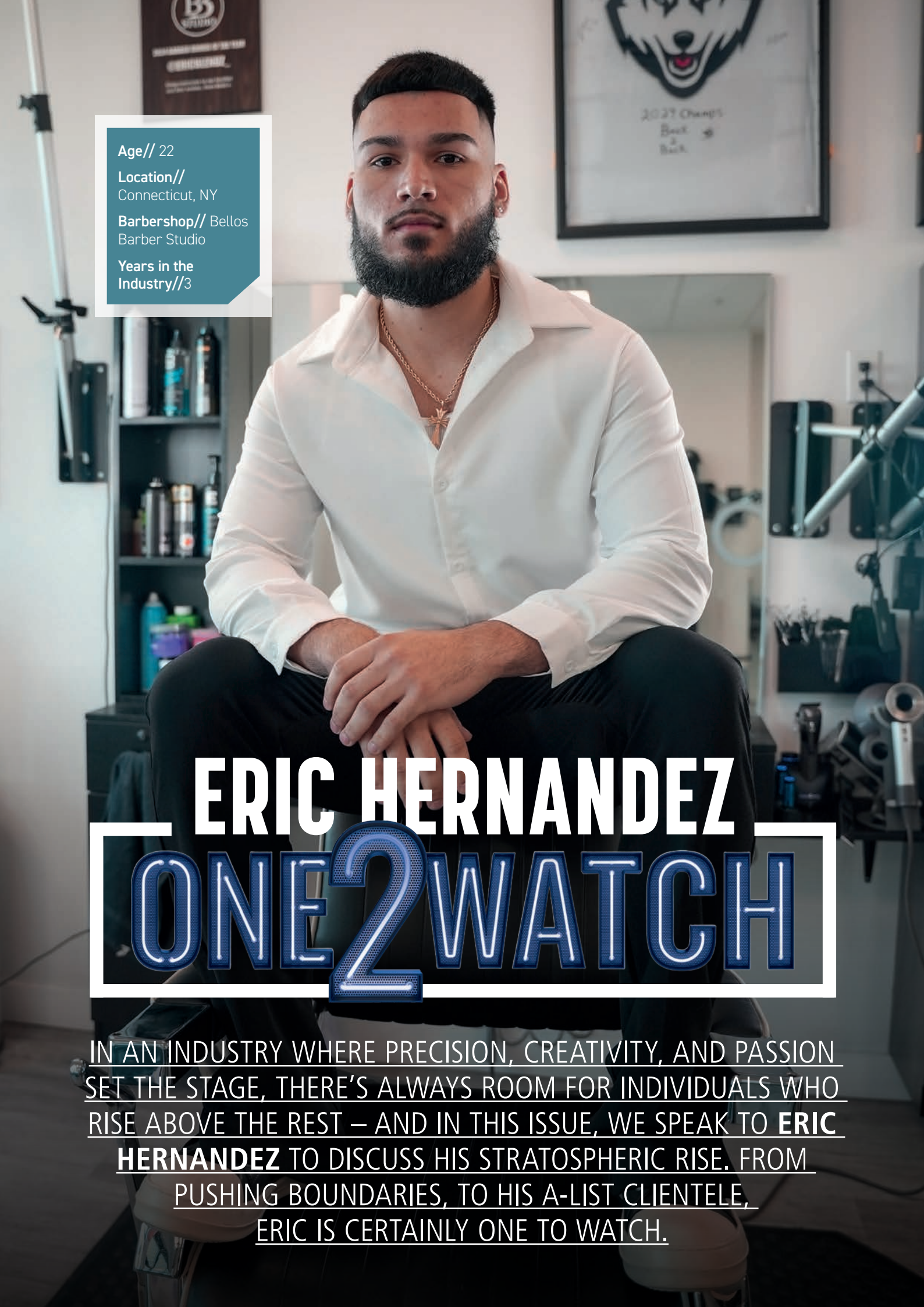
As for what's next, Bonez is taking time to focus on himself.

"My most important project right now is Corey Jamel Sturkey," he shared. "I can't pour into others if I'm not in a good place myself."

That said, being featured in BarberEVO is a personal milestone. "This has been a dream of mine," he admitted. "I've always wanted to be in this magazine so I could give a copy to my parents and my kids. Thank you for seeing value in me and giving me this platform. It means the world to me. Like I said, the most rewarding part is knowing I'm leaving the industry better than what it was when I came into it and knowing I've made an impact on this generation." •

"THE MOST REWARDING PART OF BEING AN EDUCATOR IS KNOWING I'M LEAVING THE INDUSTRY BETTER THAN I FOUND IT. HELPING SOMEONE GROW, SEEING THEIR CONFIDENCE BUILD – THAT'S EVERYTHING."





Age// 22

Location// Connecticut, NY

Barbershop// Bellos Barber Studio

Years in the Industry//3

ERIC HERNANDEZ

ONE2WATCH

IN AN INDUSTRY WHERE PRECISION, CREATIVITY, AND PASSION SET THE STAGE, THERE'S ALWAYS ROOM FOR INDIVIDUALS WHO RISE ABOVE THE REST – AND IN THIS ISSUE, WE SPEAK TO **ERIC HERNANDEZ** TO DISCUSS HIS STRATOSPHERIC RISE. FROM PUSHING BOUNDARIES, TO HIS A-LIST CLIENTELE, ERIC IS CERTAINLY ONE TO WATCH.



"ENJOY THE SMALL ACHIEVEMENTS IN YOUR LIFE BECAUSE YOU DON'T WANT TO LIVE THROUGH ALL THIS AND LOOK BACK REALIZING YOU'VE NOT CELEBRATED ANYTHING."



"I've been barbering for three years in February," Eric told us. "I was playing baseball in college and bought some clippers to maintain my and my teammate's hair. That went on for a while and then I was accompanied by friends to the barbershop, where they asked who cut their hair.

"I said it was me, and their barber was like, 'Hey if you want to cut hair, text me and I'll get you started in here'. A week later, I used all the money in my savings account and bought over $1,000 worth of barbering tools and supplies. I kept cutting the guys on the team, trying to network with the UConn basketball team too – from there on, its history," Eric enthused.

"When deciding whether to drop out of college to pursue barbering, I told myself that my goal was to become a traveling celebrity barber. I wanted to cut hair across the world, and my logic was if I was going to drop out of school at a young age, I might as well shoot for the stars. After many talks, my family supported me with dropping out of school and paying for my barbering school to further my career."

APPRECIATION

And despite making the daunting decision to drop out of college, that decision firmly paid off when Eric took home the 2024 Rookie of the Year at the CT Barber Expo Barber Grammy's.

"Winning that award was probably the biggest and best feeling I've ever experienced," Eric told us. "That shows you how much influence and support you have in the community. It meant so much to know that people went out of their way to vote for me multiple times.

"I had a big crowd of loved ones around me at the event and for them to celebrate with me after supporting me in this journey, it was a surreal feeling," Eric enthused. "This meant everything and pushed me to keep going. I was up on that stage and by the time I sat down, my phone was blowing up and I teared up a little. It was a dream come true. One of my mentors told me, 'Dude, sit back, enjoy the small achievements in your life because you don't want to live through all this and look back realizing you've not celebrated anything'. Every small win is a bigger step to the end goal and to where I want to be."

ADVICE

Mentorship and education are everything in this industry, and that is something that has helped Eric grow from the early days of his career, to where he is now. "What helped me was consistently being open to learning from everybody," he explained. "You can learn something new from everyone – whether that's the barber down the street or someone at the top of the craft.

"Staying humble is also very important because you can make a lot of money in this industry, but it is easy to blow that away with arrogance. Be confident in your work while still being eager to learn."

Eric continued, noting: "There are going to be times where you won't be on your a-game because we are humans, not robots. We are going to make mistakes, and we should always be learning. There's no such thing as a perfect barber but just be confident, go into every cut knowing you're going to try your best – and that's all you can ask for."

TAKING A STAND TO STAND OUT

"This industry is very saturated, and one thing I told myself is that I want to be different. Follow the trends but put your twist on it. If everyone is doing one style, do the opposite and show versatility. Everybody cuts hair, so post content doing something else – a consultation, a day in the life, or trying different edits. Just be authentic and put your spin on everything."

CAL NEWSOME

BARBER ABROAD



Role// Barber & Educator

Location// Shropshire, England, UK

Years in the Industry// 10

IN THIS EDITION'S BARBER ABROAD, WE'RE TAKING YOU ACROSS THE POND TO THE UK – SHROPSHIRE TO BE EXACT! WE'RE HEADING TO BULL & CO, WHERE **CAL NEWSOME** HAS MADE HIS NAME. THE BARBER HAS REACHED VIRTUAL ICON STATUS AMONGST THE UK BARBERING COMMUNITY AFTER ONLY A DECADE IN THE INDUSTRY... SO, LET'S WELCOME CAL.







Cal Newsome is not just a barber; he's a craftsman who has mastered the art of precision cuts and grooming. His journey into barbering began at a young age, fuelled by a passion for creating confidence through transformative haircuts. Today, Cal is celebrated for his innovative techniques and attention to detail that elevate the client experience.

Cal, the owner of Bull & Co Barbershop in Bridgnorth, Shropshire, started his barbering career ten years ago. He explained: "I started my career working as an apprentice for Damian Wasiak at The Gentleman Barbers in Birmingham. Shortly after I finished the apprenticeship, I took the leap in opening my shop, Bull & Co, in Bridgnorth, Shropshire. Since opening the shop nine years ago, I've been truly blessed to be given the opportunity to travel the world educating and cut at some amazing hair shows. I am now a part of the Wahl Artistic Team, and so far, it's been great."

I asked Cal how he first knew he wanted to become a barber. He said: "I knew I wanted to become a barber when I was flicking through a magazine – it could well have been BarberEVO – and I came across a photo of the model Ricki Hall. His hair and beard were perfectly crafted by Kevin Luchmun and the image just stood out for me. Everything about it was cool and I knew at that moment I wanted to be involved in the industry and hopefully, one day has the chance to create images like that. Ironically both Kevin and Ricki are now friends of mine... it's crazy how things turn out."

Cal's dedication to the craft is evident in his relentless pursuit of excellence. He continually hones his skills, blending traditional barbering methods with modern trends to create unique styles tailored to each client. This personalized approach has earned him a loyal clientele and recognition in the industry.

While styling plays a significant role in Cal's work, his true focus is on the foundation of barbering – precision cuts and impeccable grooming. "It's not just about making someone look good; it's about understanding their personality and lifestyle to deliver a look that truly fits them," he shared. This philosophy underscores every service he offers, from classic fades to contemporary designs.

Cal's reputation as a barber's barber is also tied to his commitment to education. He frequently shares his expertise through workshops and mentoring, helping the next generation of barbers refine their skills. "Barbering is an ever-evolving art," he said. "To stay relevant, you have to keep learning and adapting."

His work has been featured in various publications and showcases, solidifying his status as a leader in the barbering community. Cal's influence extends beyond the chair, inspiring both peers and aspiring barbers to elevate their craft. By fostering a sense of community, Cal ensures that every client leaves not just looking good but feeling great. Cal Newsome's story is a testament to the artistry and dedication that define modern barbering. He continues to push the boundaries of what it means to be a barber, proving that it's about more than just hair – it's about making a lasting impact.

"IT'S NOT JUST ABOUT MAKING SOMEONE LOOK GOOD; IT'S ABOUT UNDERSTANDING THEIR PERSONALITY AND LIFESTYLE TO DELIVER A LOOK THAT TRULY FITS THEM."



WELL, WE ARE WELL AND TRULY IN 2025 NOW! HOW MANY OF YOUR NEW YEAR'S RESOLUTIONS HAVE YOU KEPT UP WITH? HERE'S YOUR MOTIVATION TO KEEP THEM GOING, STAY INSPIRED, AND MAKE '25 A YEAR TO REMEMBER!

NEW YEAR

NEW YEAR, NEW HAIR

IN THE NEW YEAR, THERE ARE ALWAYS NEW TRENDS – BUT NOT ALL OF THEM ARE TRENDS WE SHOULD FOLLOW... THAT'S WHY WE CAUGHT UP WITH **LIZ AVALOS**, BARBER AND **BOOKSY** AMBASSADOR, TO FIND OUT WHAT TRENDS YOU SHOULD BE FOLLOWING WITH YOUR CLIENT.

The New Year is all about bold transformations, and according to barber and **Boosky** Ambassador, **Liz Avalos** – 2025 is shaping up to be a rollercoaster ride for men's hair trends. From edgy buzz cuts to TikTok-inspired waves, clients are stepping into the future with a mix of minimalist effort and maximal style.

The buzz cut reigns supreme as the ultimate New Year reset. "It's masculine, striking, and lets you hit the ground running," said Liz. "But you do have to have a really good jawline and facial structure to pull it off, I'd say. However, if you want a fresh start – just buzz it all off!"

Longer, textured looks are also making waves. And the key, according to Liz? Products!

"I don't see texture powder or sprays going away at all! Volume is going to also remain a really big trend. So texturizing products are going to be huge. Nows the time to get them in your retail offerings," Liz noted. "I also think products that enhance curls and waves, such as blow-dry gel, are going to continue to grow. People love that effortless look now – and honestly, these are the two best ways to achieve it."

Social media, of course, is also a major player in the current trends. From TikTok's messy hair aesthetic to clients showing off celeb-inspired looks (MGK, anyone?), there's an endless supply of inspiration. Liz also noted: "Barbers showcasing how to style cuts are becoming influencers in their own right – this is the time to start your socials! Go into depth on education and get posting!"

As our conversation came to a close, we asked Liz what she thought was the ultimate vibe for 2025? She told us messy hair on top, and clean lines below. "It's about balance and finding what's going to boost your client's confidence," Liz said.



"IT'S ABOUT BALANCE AND FINDING WHAT'S GOING TO BOOST YOUR CLIENT'S CONFIDENCE."



Photography//
Antonio Vaz
(@savedbarber).

Model//
Ian Mack.

TALKIN' TRENDS

THE BARBERING WORLD IS ALWAYS EVOLVING – AND THIS YEAR IS NO DIFFERENT. SO, WE'RE SITTING DOWN AND TALKING TRENDS WITH O.P.'S **CHRIS GONZALEZ** AND **ZACH RAMSEY**, OWNER OF FRAKTEL, NY. FROM CUTS AND STYLES TO GROOMING AND THE TRENDS THEY'D RATHER LEAVE BEHIND, THEY'VE GOT THE SCOOP.

Cuts, Styles & What's Next

For **Zach Ramsey**, longer hairstyles are on the rise. "I see even longer, '70s-inspired cuts making a big comeback," he said. But it's not just about retro vibes. "Clean, executive styles are popping up too, which is interesting because they contrast with the longer, bushy curls and textured looks we're seeing."

Chris Gonzalez agreed that clients are leaning into effortless styles. "Longer, low-maintenance cuts like mods and shags are huge right now," he said. "Post-pandemic, people aren't rushing to get sharp edge-ups or blurry fades anymore. Instead, they want textured looks that let them stretch the time between cuts."

Zach also highlighted the blending of past trends to create something fresh. "You'll see mashups like '80s curly mullets paired with modern tapers," he explained. "It's all about taking inspiration from what worked before and making it fit today's vibe."

Grooming & Facial Hair

Facial hair trends are shifting too. Chris noted a surge in requests for the five o'clock shadow paired with thicker mustaches. "It's all about balance," he said. "Clients with longer hairstyles often go for shorter beards, while those with buzz cuts tend to want more density in their facial hair."

Zach pointed out that mustaches are leading the charge. "The 'dad look' is full steam ahead," he said. "Beards are taking a back seat to cleaner, more polished styles."

Trends to Keep & Toss

Social media continues to shape the industry. "It's the new Hollywood," Zach said. "People see styles on influencers and instantly want them. It's great for keeping the industry moving forward." Chris added, "Social media has brought barbers, stylists, and cosmetologists together. We're one industry now, and that's something to celebrate."

But not all trends are worth keeping. "The undercut and disconnected side part are dying out, and honestly, I couldn't be happier," Zach admitted. Chris had his own pick: "Blowout tapers need to stay back in the Jersey Shore era!"

With their fingers firmly on the pulse of what's hot – and what's not – Zach and Chris are ready to embrace the trends that define barbering's future.





"YOU'LL SEE MASHUPS LIKE '80S CURLY MULLETS PAIRED WITH MODERN TAPERS. IT'S ALL ABOUT TAKING INSPIRATION FROM WHAT WORKED BEFORE AND MAKING IT FIT TODAY'S VIBE."



TRENDS ARE NOT ONLY CYCLICAL, BUT THEY ARE ALSO GLOBAL, SO WHILE IT IS ESSENTIAL TO LOOK AT TRENDS PASSED, IT'S ALSO IMPORTANT TO LOOK AT TRENDS ACROSS THE GLOBE. HERE ARE WHAT BARBERS IN THE UK ARE LOVING FOR 2025. LONDON LOCAL, **MAXWELL OAKLEY**, CO-FOUNDER OF **SUPPLY91** TELLS US HIS THOUGHTS.



CELEB OF THE EDITION

Paul Mescal

"I think people are really enjoying this modern mullet that is trimmed back," Maxwell told us. "I recently cut Jamie Laing's hair on his podcast Newly Weds as his wife Sophie Habboo surprised him with a haircut! I cut a mullet on him and used Paul Mescal as the inspiration for that.

"The mullet has been huge over the last two years, and now it is slowly transforming into a micro-mullet," he continued. "We see a lot of people in the shop opting for a more lowkey style like that, as opposed to the traditional Bogan Aussie mullet. People want something that is a bit more subtle."

And why is Paul Mescal's micro-mullet the style every guy is looking to emulate? Maxwell said: "Other than the fact he is one of the most popular film stars now, there is a subtle edge to his style. Hair is so expressive and having a cut like this shows a bit more personality, that you've got a bit of an edge to you. Being in London, which is quite a corporate city, we see the popularity to this hairstyle because it is still professional enough to have in an office environment – while also showing you're not just a stiff person who wears a suit every day."

However, it will surprise no one to hear that the trend of men growing out their hair is still going to be around in 2025. While not everyone will be opting for the micro-mullet, Maxwell does note that there is another Hollywood style-icon that clients will be looking to recreate. "Jacob Elordi is another huge star that clients who perhaps don't want to commit to a mullet will opt for," he explained. "His style is a little bit more understated, but his hair is slightly over-grown at the sides with body to it.

"This will be a big transition style that we are going to see people edge towards in the early months, but I think the overarching trend will be guys returning to a shorter '70s inspired cut."

"THE MULLET HAS BEEN HUGE OVER THE LAST TWO YEARS, AND NOW IT IS SLOWLY TRANSFORMING INTO A MICRO-MULLET."

CUT OF THE EDITION

'70s Inspiration

"The modern mod is going to be the cut that clients will be bringing to their barbers this year," Maxwell told us. "I don't think it's going to be a carbon copy of The Jam's Paul Weller, but we are going to see gents opting to grow out their sideburns and have some kind of fringe going on too. I think James Norton is a great example of this '70s inspired grown out, yet stylized look.

"However, this cut definitely requires a little bit more maintenance than others," Maxwell laughed. "It's not just someone leaving the barbershop and waking up with that exact style every morning. I believe this style has the versatility to make its way out of the big cities, and really transfer into smaller towns across the UK to become a big staple of 2025 grooming trends."

Maxwell added: "What we are seeing with the rise of these styles is barbering developing beyond fades and clippers. Barbers will be utilising their scissor and razor skills more than ever before in 2025."



By **CHRYSTOFER AND HANNAH BENSON**



Hair//
@los_cut_it
Color//
@taylormade_46

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▲ **CHRYSTOFER AND HANNAH BENSON**
L3VEL3 Directors
@cbensonhair, @hannah.patricia.benson

2025 COLOR

THERE IS NO QUESTION THAT HAIR COLOR WILL BE REVOLUTIONIZING THE BARBER WORLD THIS YEAR – AND **CHRYSTOFER AND HANNAH BENSON**, THE MASTERMINDS BEHIND **L3VEL3 KRAY COLOR** KNOW MORE ABOUT CREATIVE AND COLOR TRENDS THAN MOST.



There's no question that hair color will be revolutionizing the barber world this year. Barbering has been front and center over the past few years, leading the charge in grooming and men's styling. Now, barbers are expanding their creativity and services into the color world, leveraging this exciting medium to elevate their artistry and business offerings. This shift signifies a monumental opportunity for barbers to diversify and deepen their connection with clients while pushing the boundaries of traditional barbering.



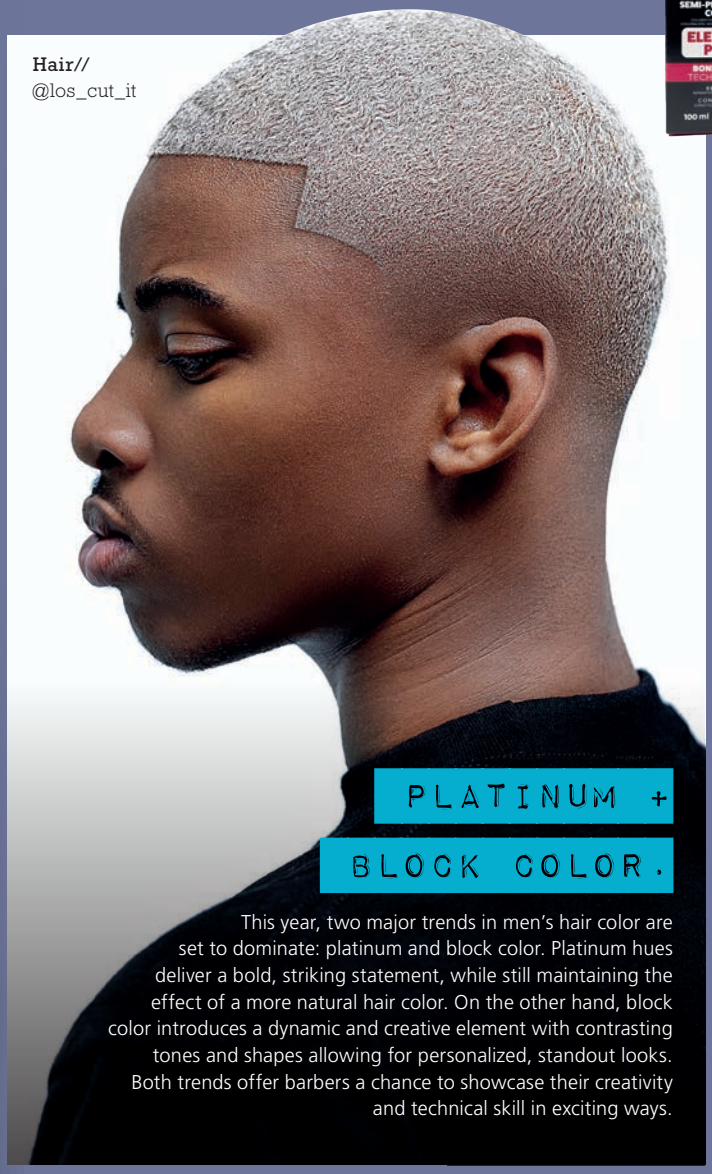
Hair//
@los_cut_it
Color//
@cbensonhair

GAME CHANGERS.

When talking about color, a few key products stand out as game-changers for 2025:

- **LIT Lightener –** The ultimate tool for barbers and stylists, LIT delivers incredible lifting power while protecting the hair's integrity. It's a must-have for creating those stunning platinum looks.
- **L3VEL3 Violet Shampoo –** Incredibly pigmented and designed to neutralize brassy tones, this shampoo is essential for achieving the perfect cool-toned blonde or maintaining a platinum finish.
- **KRAY Color –** Offering an endless palette of vibrant hues, KRAY empowers barbers to bring their most creative visions to life. Whether it's bold block colors or subtle accents, KRAY delivers consistent, high-quality results.
- **L3VEL3 Sulfate-Free Shampoo –** Designed to maintain vivid colors and extend the life of bold, creative looks, this shampoo is gentle on the hair while preserving its vibrancy.
- **L3VEL3 Hair Serum –** Essential for post-color care, this serum protects against heat, locks in moisture, and leaves hair looking healthy and polished.

By incorporating these products into their repertoire, barbers can ensure their clients' hair not only looks incredible but also feels amazing – setting the standard for 2025 and beyond.



Hair//
@los_cut_it

PLATINUM + BLOCK COLOR.

This year, two major trends in men's hair color are set to dominate: platinum and block color. Platinum hues deliver a bold, striking statement, while still maintaining the effect of a more natural hair color. On the other hand, block color introduces a dynamic and creative element with contrasting tones and shapes allowing for personalized, standout looks. Both trends offer barbers a chance to showcase their creativity and technical skill in exciting ways.

ENDLESS POSSIBILITIES.

As more barbers gain confidence in incorporating color into their looks, the possibilities for hair art become truly endless. Beyond platinum and block color, we anticipate a surge in multi-dimensional color techniques, where barbers explore depth and dimension through layered hues. Whether it's subtle transitions or bold gradients, these techniques will expand the world of barbering and hair art, inspiring barbers to redefine what's possible in men's styling.

ELEVATING BARBERING

L3VEL3 TRAINING FOR 2025

L3VEL3 RECENTLY BROUGHT TOGETHER ARTISTS AND AMBASSADORS FROM ACROSS THE GLOBE FOR AN EXTRAORDINARY TRAINING EVENT DESIGNED TO ELEVATE BARBERS AND PREPARE THEM FOR AN EXCITING 2025. THIS WASN'T JUST ANOTHER GATHERING – IT WAS A CREATIVE HUB, BUZZING WITH ENERGY, IDEAS, AND INNOVATION, ALL AIMED AT PUSHING THE BOUNDARIES OF BARBERING.

In 2024, **L3VEL3** launched their highly anticipated color line, and the response has been incredible. Building on that momentum, 2025 is shaping up to be the year where color takes center stage in the barbering world. It's no secret that many barbers haven't yet ventured into the world of color, and they're missing out—not just creatively, but also in terms of business opportunities. This training event highlighted the potential of color as a game-changer, offering barbers a chance to expand their artistry and redefine their craft.

What made this training unique was the people. L3VEL3's team of barbers represents a blend of seasoned colorists and those new to the craft, creating a dynamic environment of learning and collaboration. The event wasn't just about technical skills; it was about building confidence and creating a space where ideas could flow freely. From hands-on practice to peer-led sessions, barbers shared their experiences and pushed each other to new heights. The camaraderie was palpable, turning a group of individuals into a unified team with a shared vision.

One of the most inspiring aspects was the mentorship on display. Some of L3VEL3's most talented barbers stepped up to train their peers, sharing their expertise and passion for the craft. These sessions weren't just educational; they were transformative, sparking new ideas and approaches that will ripple through the industry. It's this spirit of collaboration and mentorship that sets L3VEL3 apart – a commitment to lifting each other up and advancing the craft collectively.

The event underscored the importance of color in 2025. Adding color to a barber's toolkit isn't just about staying on-trend; it's about transforming what's possible in men's styling. The versatility, creativity, and business potential it unlocks are unmatched. Imagine the possibilities: bold block colors that make a statement, subtle enhancements that elevate natural tones, and innovative techniques that push the boundaries of traditional barbering.

Beyond the technical and creative aspects, the event also highlighted the role of education in fostering growth within the industry. L3VEL3's commitment to education is about more than teaching skills; it's about creating opportunities for barbers to evolve, adapt, and lead.

With events like this, L3VEL3 is more than a brand – it's a movement. By investing in barbers and providing them with the tools and knowledge to succeed, they're shaping a vibrant, collaborative future for the industry. Here's to a colorful and groundbreaking 2025, where barbers continue to raise the bar, redefine their artistry, and build a legacy of creativity and excellence.





GET LIT



L3VEL3'S LIGHTNER COLLECTION lifts up to 9+ levels, achieving the most refined shades without compromising hair health.

INFUSED WITH OLIVE OIL AND WHEAT PROTEIN it fortifies and restores hair throughout the process, ensuring precision and consistency while helping to preserve the strength and integrity of every strand. Powered by advanced bond fusion technology, it doesn't just lighten – it elevates hair to its most luminous state.

LIGHTENER
INFUSED
TECH

LIFT LEVEL 9+

ENRICHMENT INGREDIENTS.

OLIVE OIL
Protects against frizz and heat damage. Say goodbye to dryer and straightener woes and hello to deeply moisturized, radiant hair.

WHEAT PROTIEN
Helps to seal in moisture for a lustrous shine. Experience smoother strands, fortified against split ends and daily wear.

CREATINE
Elevates your hair's volume while reducing damage. Acts as a conditioner, ensuring smooth cuticles and protection against heat damage.

FOR MORE INFORMATION VISIT LV3.COM

TWO FORCES.

IT'S THE COLLAB WE HAVE ALL BEEN WAITING FOR. LEGENDARY PROFESSIONAL BARBER TOOL BRAND, **BABYLISSPRO®** HAVE JOINED FORCES WITH THE REVOLUTIONARY AND INNOVATIVE EDUCATION AND PRODUCT BRAND, **TOMB45®**, TO CREATE A TOOL RANGE LIKE NO OTHER, INCLUDING A CLIPPER, TRIMMER, WIRELESS CHARGING PAD, AND PROFESSIONAL NANO LIGHT IONIC DRYER.

For both **BaBylissPRO®** and **Tomb45®**, the words 'by barbers, for barbers' are not taken lightly. Both bodies are constantly devoted to innovating for the barbers at the center of this industry. This shared passion behind each brand has led to a tool collaboration unlike any other. We introduce to you: The BaBylissPRO® X Tomb45® Clipper, Trimmer, Wireless Charging Pad, and Professional Nano Light Ionic Dryer.

With features such as the trimmer's new reversed blade orientation making lineups easier than ever, the clippers DS1 Dual Speed Motor that runs at 7,500RPM at high speed, and 6,800 RPM at low speed, and a LED Battery-Level Indicator Screen on both, these tools are the pinnacle of innovation.

Not to mention, the clipper and trimmer in addition to being USB-C and FXCORD Compatible, both tools are wireless charging compatible… to pair perfectly with the oh-so slick BaBylissPRO® X Tomb45® Wireless-Charging Pad.

And to top the range off with a cherry on top, they have also created the Professional Nano Light Ionic Dryer. The Nano Titanium and Ionic technology offer maximum smoothness and shine, the cold shot button locks in styles, and with nine LED heat and speed settings and engineered airflow offers more efficient styling.

CLIPPER AND TRIMMER FEATURES



Black Titanium Metal Injection Molded (MIM) Fade Blade

NEW Deep-Tooth Metal Injection Molded (MIM) T-Blade

NEW Reversed Blade Orientation
- Engineered for Lineups

NEW Dual High-Capacity Lithium-Ion Batteries
- Up to 4 Hours of Runtime

NEW DS1 Dual-Speed Motor
- High Speed — 7,500 RPM
- Low Speed — 6,800 RPM

NEW Compact Ergonomic Design
- Rubber Grip and Secure Finger Grooves for Comfort and Control

High-Capacity Lithium-Ion Battery
- Up to 3 Hours of Runtime

NEW Battery-Level LED Indicator Screen

NEW Wireless Charging Compatible

Includes 6 Precision Comb Attachments

ONE MISSION

BaBylissPRO® × Tomb45®



Nano Titanium and Ionic Technologies for Maximum Smoothness and Shine

1400-Watt Digital BLDC Motor

Removable Mesh Filter and Cover for Easy Cleaning

PROFESSIONAL NANO LIGHT IONIC DRYER

Cold Shot Button Locks in Styles

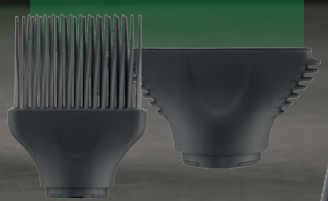
9 LED Heat and Speed Settings

Engineered Airflow for Faster Drying

Ideally Balanced T-Shaped Design

Weighs Less Than 1 Lb

Includes a concentrator nozzle with cool-to-the-touch sides and a straightening pick with curved teeth



WIRELESS-CHARGING PAD FEATURES



Compatible with BaBylissPRO® Tomb45® Clipper (FXT45C) and Trimmer (FXT45T) (Sold Separately)
• Tool Automatically Turns Off When Placed on Mat

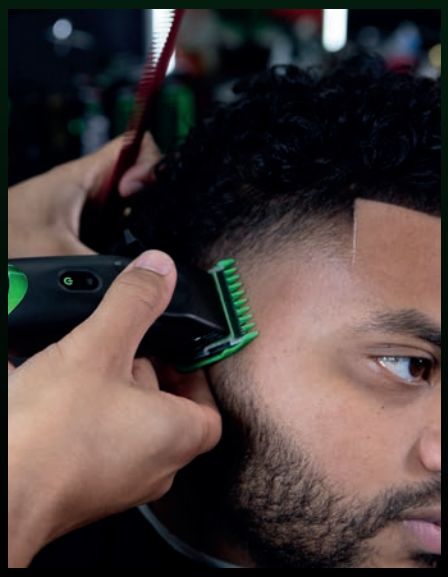
Align Base of Tool with Center of Charging Circle

Charge Any Wireless-Charging Compatible Device

USB-C Cord Compatible (Not Included)

LED Rim Indicates Active Charging







"THIS IS WHAT IT LOOKS LIKE WHEN **TOMB45®** AND **BABYLISSPRO®** COME TOGETHER AND CREATE A VISION."

Joining Forces

By BaBylissPRO® and Tomb45® collaborating on this tool range, not only has increased the power and functionality of the tools, but it also strengthens the reach and education available within the industry.

44 Global Educators: There is a combined total of 44 BaBylissPRO® and Tomb45® global educators

25+ Million: Between BaBylissPRO® and Tomb45®'s digital presence, they have a combined 25+ million followers.

158+ Million: 158+ million interactions on Instagram, TikTok, and YouTube in 2024.

Who are Tomb45?

We spoke to **Chris Bossio**, one of the founders of Tomb45® about the collaboration, and why he believed it was a perfect fit. But first, Chris told us a little more about Tomb45® and what the brand stands for.

"I have been teaching barbers how to cut hair and get better at their craft, and just been pouring into elevating the industry as much as I can for the past 10 years. One of the things that I noticed in the barbering industry as I was coming in was there wasn't a lot of innovation. If it's not innovative, if it's not going to elevate the industry, then it's not a project that Tomb45® want to take on.

"BaBylissPRO® was a brand that wanted to do something new, something different. They were willing to listen to us. It wasn't just about the money. They wanted to do something different, something that would elevate the industry and bring the standards higher." And so, Chris travelled to BaBylissPRO®'s HQ, to meet with the team.

"I spent the weekend with the leadership team, and it was all so synergistic. Big barber brands, they usually don't want to do something expensive, they don't want to reengineer something and build from scratch. But BaBylissPRO® will willing to take that risk. It felt like going to Willy Wonka's Chocolate Factory. I drew on a piece of paper what I thought would





be the most ergonomic, cool, best feeling clipper in a barber's hand, and they came back with some renderings and mock ups. They came back with technology that they were never willing to introduce in the past… until now."

Two Innovators, One Mission: Redefining the Industry.

"So," Chris continued, "This is what it looks like when Tomb45® and BaBylissPRO® come together and create a vision. You can see the ergonomics, the way it hugs your hand, the size of it, the shape, the balance, the weight, all of these details were thought about. I just feel like we are paying attention to the real behavior that happens in a barbershop."

An example of this is the location of the lever on the trimmer. "How long have trimmers been around? Why hasn't anyone thought about putting the lever on the side where your hand naturally lies, to be more ergonomically efficient? So, that's what we did! I want it to be fun to move the lever around. It's little details like this that barbers will notice and appreciate.

"I remember one of the team members at BaBylissPRO® handing me a piece of clay and saying, 'form the lever that you think would feel best in your hand.' I did it, then we drew it out, and that's the tool we created. The second you feel this in your hand, you know it was built for a barber, by a barber."

Making the Cut

We also wanted to get the tools in the hands of a barber to hear their feedback on the brand new tools and collaboration. And who better to speak to than educator for BaBylissPRO® as well as Tomb45®, **Sean Ralston**!?

First Impressions of the Tool

"When I first saw the clipper, I thought it was super cool. It's tough to be unique these days, especially since many clippers look alike. But this one, from the design to the features, is completely new. It's not just an update or an iteration; it's an entirely new concept. Seeing it come to life from a sketch was a really cool moment, especially from two of my favorite companies."

The Power of Collaboration

"Tomb45® has been making innovative charging products for a while, and BaBylissPRO® has always been a brand that values the opinions of barbers. The two brands understood that working together could be beneficial to everybody, and the two brands have teamed up really nicely and naturally. So, it just made sense for us to connect, combine ideas, and create something unique."

Favorite Features

"There are a few cool new features. One is the built-in wireless charging. Unlike previous tools where you needed attachments to make it work, this one charges wirelessly straight out of the box. Another is the ergonomic lever; it fits perfectly in your thumb. But the feature I'm most excited about is the trimmer. The power button is on the back, so you can use it for lineups without flipping it over. It's a completely new approach that I think will make barbers' jobs easier."

The Backwards Trimmer

"It's funny because, when you first see it, it looks 'backwards,' but it makes so much sense. The power button is on the back, and the blade faces away from you, making it perfect for lineups without having to flip the tool over. It's definitely different, but we think it's going to be a game-changer for the industry."

Describing the Tool in Three Words

"Innovation, ergonomics, and power." •



"THERE ARE A FEW COOL NEW FEATURES. ONE IS THE BUILT-IN WIRELESS CHARGING. UNLIKE PREVIOUS TOOLS WHERE YOU NEEDED ATTACHMENTS TO MAKE IT WORK, THIS ONE CHARGES WIRELESSLY STRAIGHT OUT OF THE BOX."



"EVERYBODY'S STUCK IN THAT INFLUENCER MINDSET RIGHT NOW, WHERE PEOPLE WISH FOR THE FLYEST VERSION OF WHAT IS ALREADY OUT THERE."

TEXTURE TRENDS

MARCUS HARVEY, THE CELEBRITY BARBER, WHO SPENDS HIS DAYS ON TOUR WITH NAS OR DELIVERING CUTS TO THE NBA STARS, IS A MASTER AT DISCOVERING WHAT THE NEXT BIG THING WILL BE BEFORE IT BLOWS UP... AND HERE, HE SPILLS IT ALL TO **BARBEREVO** READERS.

DROP IT LIKE IT'S HOT

"The drop fade will never be out of style," Marcus told us. "It's like Game of Thrones, it keeps going and getting more popular for men with Textured hair. Right now, we are definitely in the season of the drop fade because it allows clients to have nice clean sides, but also texture on the top."

As a celebrity barber, we had to ask Marcus what celebrity styles clients are going to be bringing into the shop as 'inspo looks'. "Celebrities will definitely still have a lot of influence in determining trends because they are everywhere – both in traditional media and social media," Marcus explained. "A lot of my clients have been asking for the Kendrick Lamar style, which makes sense due to his immense popularity in recent years.



SPRING INTO ACTION

Alongside celebrity styles dictating trends, the seasons do as well. "In January and February, men with Textured hair are more likely to leave their hair to grow out or wrap up warm in beanies," Marcus explained. "This is what I call the hair calendar; after growing out their curls, locks, or rows, my clients are usually ready to change things up and get a new style in the spring.



KEEPING IT CLEAN

Another huge part of barbershop trends is focusing on grooming and facial hair, as more and more men are opting to enhance their style with a beard or mustache. "Beards are no more just for the mountain man," Marcus laughed. "They're for the everyday man who is fly. It just adds that little bit of ruggedness to your personality, showing off: 'I've got something about me… but I'm clean'," he laughed.

"BEARDS ARE NO MORE JUST FOR THE MOUNTAIN MAN."





MARCUS'S TOOLKIT

Favorite Tool

Wahl 5-Star Hi-Viz Trimmer

"It's just the best; these tools are our paintbrushes, so we need to use the best."

Favorite Product

Xotics By Curtis Smith and MVRCK by John Paul Mitchell

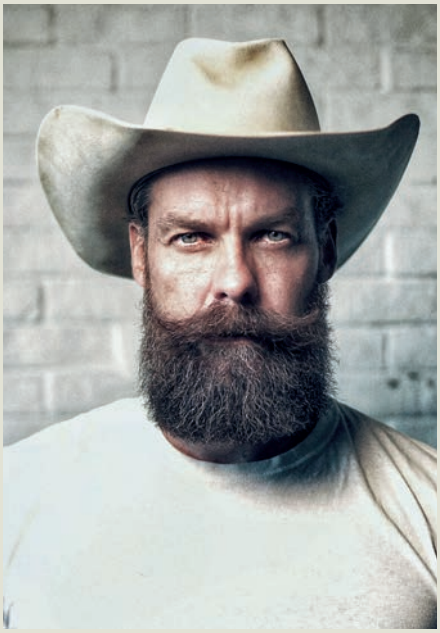
"These are the best for Textured hair as they work well to enhance curls and hold them throughout the day after styling."



"I GRAVITATE TOWARDS THE TRUSTY **WAHL 5-STAR HI-VIZ TRIMMER**, IT'S JUST THE BEST; THESE TOOLS ARE OUR PAINTBRUSHES, SO WE NEED TO USE THE BEST."

BRAINS, BRAWN & BEARDS

2025 GUIDE TO MEN'S GROOMING



FROM OPENING HIS VANCOUVER, BC BASED BARBERSHOP **VICTORY** IN 2010 – LEADING THE WAY IN BARBERSHOP RESURGENCE, TO LAUNCHING HIS INDUSTRY-ADORED BRAND, VICTORY BRAND PRODUCTS, AND HIS MEN'S GROOMING YOUTUBE SERIES WITH GQ, **MATTY CONRAD** IS ACE-HIGH IN THE WORLD OF GROOMING. BUT AS THE WORLD TURNS, TRENDS EVOLVE, AND SO DOES HE.

2025 Trending

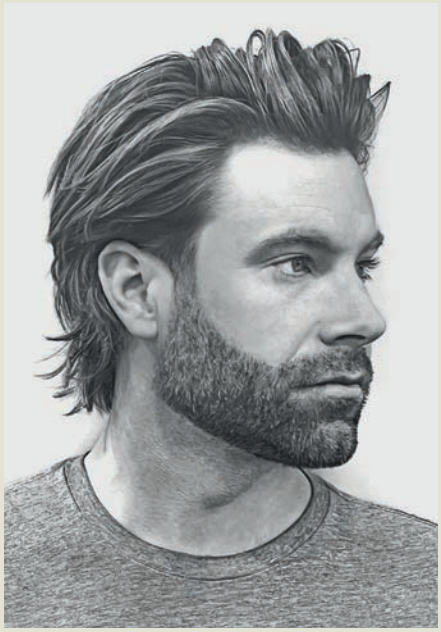
"It's funny, because I think a lot of people thought that beards would just disappear entirely after their massive boom in the 2010's, but they haven't. They've just shifted."

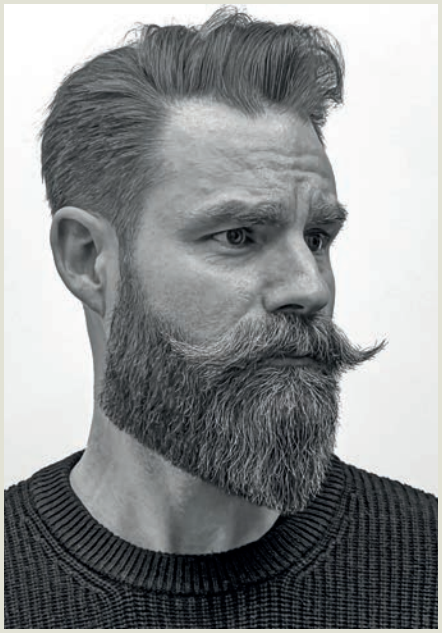
While the naysayers predicted the disappearance of facial hair altogether, post the 'Hipster' or 'Lumberjack' beard craze circa 2010-2015, Matty, who was front and center of his era, knew that beards and mustaches weren't going anywhere fast.

"Trends are cyclical. So, if you compare the 2010's attitudes to facial hair to the 1960s and 70's – it was 'the bigger, the bushier, the better!' In both eras we were in this hypermasculinity, over-compensation period. But as we moved into the 1980's, men's grooming got a little bit more











articulated. Mustaches and shorter beards, more stubble and sculpting came into play. Sound familiar?

"These days I am seeing a lot of the younger guys rocking mustaches – in so many different ways. You've also got the mullet and 'stache combo that is really taking the world by storm, whether you're rocking it the country redneck way, the hockey bro way, or the Aussie surfer way."

In terms of beards for 2025, according to Matty it's all about keeping them short and well-maintained. "Lots of guys are wearing grown out stubble or shorter, more tailored beards, that are more angular rather than the big round beards. Think, less santa, more Yellowstone."

Matty's observation about the cyclical nature of grooming trends has made us wonder… if we are currently reliving the 80's in facial hair trends, are the iconic '90s looks of the soul patch and goatee next in line. Only time will tell.

Coloring beards is another service and trend Matty is seeing more of these days. "I am seeing a lot more guys opening up to the concept of darkening and coloring their beards theses days. Thinking back to Yellowstone (can you tell I'm a fan?) the actor who plays Rip, Cole Hauser, is naturally quite fair, especially his natural beard color, but with a little big of darkening completely transforms his look.

"I am seeing more and more professionally targeted beard color brands popping up, and generally what's on the market reflects the needs and wants of the consumer." So, maybe 2025 is the year you bring beard color services into your shop!

The biggest take away Matty shared with us is just that – helping your clients take away what they need to keep their facial hair looking groomed and tailored in-between appointments. "I think it is essential for every barber and barbershop to invest in the right education, products and tools so that they can really nail beard grooming. It's not a one-size-fits all approach, and guys are very protective over their beards – even more so than their hair. So, if you can nail grooming services, you can win clients for life.

"On the other hand, I strongly believe against grooming gatekeeping. Teach your client how they can maintain their facial hair well at home, the products and the tools they need, and the techniques they can use. After all, your clients are a walking advertisement for you."

Matty's Must Haves

A Dedicated Beard Wash – Having a dedicated beard wash is essential. Many regular faces washes will dry out the beard and make it look brittle.

Beard and Mustache Styling Products – My "at-home beard styling" tutorials on YouTube still to this day get so much traction because it's an area where guys really struggle. Getting the right products into their hands can help.

A Beard Brush – A quality beard brush will help to make your beard look fuller and distribute product evenly.

At-Home Beard Grooming Tools – I have so many clients ask my advice for what tools to buy to trim their facial hair at home. The problem is, most drugstore tools are pretty crappy, and most pro tools are more expensive and advanced than what they need. What if there was a pro-approved grooming kit you could stock on your shelves for clients to take home? Huh… what if…. Watch this space…

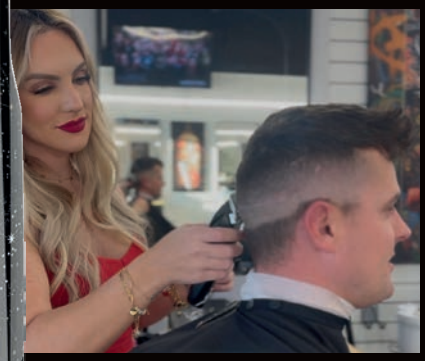
"LOTS OF GUYS ARE WEARING GROWN OUT STUBBLE OR SHORTER, MORE TAILORED BEARDS, THAT ARE MORE ANGULAR RATHER THAN THE BIG ROUND BEARDS. THINK, LESS SANTA, MORE YELLOWSTONE."







VIRGINIA BEACH-BASED BARBER, **CAITY JACOX** IS REWRITING THE RULEBOOK ON BARBERING WITH **HEINIGER** TOOLS AT THE FADE GAME, VA. FROM MASTERING FADES TO EMPOWERING STYLISTS, DISCOVER HOW THESE CLIPPERS ARE SHAPING NOT ONLY HER ARTISTRY, BUT ALSO HER CAREER.



HOMING IN ON HEINIGER

When it comes to barbering, few tools stand out in the hands of a master like Heiniger's tools do. And for Caity, a barber known for her versatility and artistry, Heiniger has become an essential part of her craft.

"I'm a one-clipper girl," she said. "Once I find a tool that works, I stick with it. And Heiniger? It's the one."

Caity's journey into barbering wasn't traditional. After stepping away from hairdressing to raise her 'kiddos,' she returned to the industry with a fierce determination to master men's hair. Initially teaching herself from YouTube videos, and then jumping into the barbershop – she quickly climbed the ranks, becoming a standout in her field.

"One thing about me is, if I do anything – I'm going to make sure that I'm the best at it. So, it only took me about six months to get really, really good. I spent three years in the first barber shop I was in, and that's where I was able to grow and learn from the people around me. I was the only female in a male barber shop, but it was great – and I learned to work with all hair types, textures and styles.

"Now, clients come to me because they want someone who can do it all –the perfect fade, longer styles, and everything in between, even perms and hair system replacements. That's why Heiniger fits so well into my workflow," she explained.

The Heiniger Difference

Caity's introduction to Heiniger came through a recommendation by Lee Resnick, founder of Barbershopconnect, and it didn't take long for her to see the benefits.

"The first thing I noticed was how lightweight and comfortable the clippers were," she shared. "As a woman with small hands, I need tools that are easy to handle – but still pack a punch."

Heiniger's Tauro and Sirius models have now become her daily staples. The Tauro, a guarded clipper, is her go-to for its quiet operation and versatility.

"It's like butter – honestly, it's so smooth, and it cuts through any texture or hair type effortlessly," Caity explained. "And it doesn't

overheat, which is huge for me when I'm doing skin fades and need to work the line out last. When you're using the same tool back to back, you need something that's not going to overheat or get uncomfortable in your hand.

"Whereas the Sirius, which is a bladed clipper – a style of tool not as common here in the US – has really changed my mind about bladed clippers. It's incredibly powerful, without being bulky or overheating."

One for All

In a single day, Caity can work on up to 17 clients, each with different hair types and textures. From coarse, textured hair to fine, straight strands, Heiniger clippers handle it all.

"Not all clippers can cut every hair type," Caity noted. "Some are great for fades, but can't take that bulk out. Others struggle with coarse textures. But with Heiniger, I don't have to switch tools – I can do everything with just one."

This efficiency isn't just a convenience; it's essential for maintaining her fast-paced schedule.

"My appointments are only 30 minutes, but I want clients to feel like they're getting the full experience. Heiniger makes my job easier and allows me to focus on the artistry."

The Game Changer

Beyond performance, Heiniger clippers bring a sense of calm to Caity's chair. "The Tauro is so quiet, which makes a big difference for clients," Caity said. "Especially around the ears – it's relaxing and really adds to the overall experience."

For Caity, a great tool isn't just about functionality… it's about confidence.

"When you have a tool you trust, it shows in your work. Clients pick up on that energy. Confidence isn't about being cocky; it's about knowing your tools won't let you down."

However, Caity doesn't just keep her expertise to herself. She regularly educates hairstylists how to incorporate clippers into their skillset, empowering them to expand their services.

"I tell my students to invest in quality tools. It can make an incredible difference to not only their day, but their career," she said. "Heiniger clippers are at the top of my list now. Because it is light – it's like air. It's definitely what I would recommend to everybody, and they great for someone at any point in their career."

For those intimidated by clippers, Caity's advice is simple: "Fake it till you make it. Confidence comes with practice, and having the right tool is half the battle."

For Caity, Heiniger clippers are an investment that pay off. In her world – they've become more than a tool… they're a partner in her artistry.

"Heiniger has everything I need," she said. "It's light, powerful, and versatile. I couldn't ask for anything more."

With tools like the Tauro and Sirius, Heiniger proves that quality equipment can transform the way you work. As Caity puts it, "A good clipper isn't just an investment in your craft – it's an investment in your confidence."





"WITH **HEINIGER**, I DON'T HAVE TO SWITCH TOOLS – I CAN DO EVERYTHING WITH JUST ONE."



COHESIVE

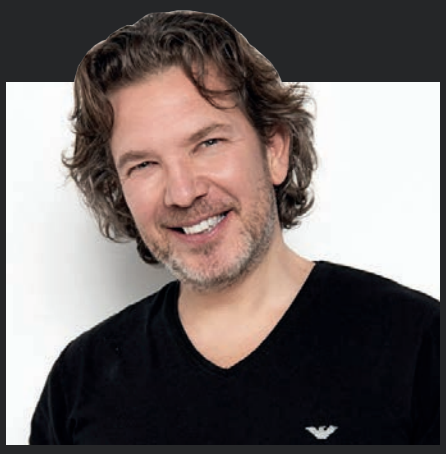


IF YOU STAY UP TO DATE WITH THE WORLD OF COLLECTIONS AND COMPETITIONS, YOU WILL SEE THE NAME **RICHARD MONSIEURS** EVERYWHERE. THE AWARD-WINNING PHOTOGRAPHER AND VIDEOGRAPHER IS THE GO-TO GUY FOR CREATING WINNING COLLECTIONS, AND HERE, HE SHARES HIS TOP ADVICE AND TIPS FOR BARBEREVO READERS.

Starting his photography journey in 2001, it wasn't until a decade later that Richard found his feet in the world of hair and beauty. Now, it's hard to imagine an awards season without seeing Richard's work across the stages at the Global Image Awards at America's Beauty Show (ABS) or PBA's North American Hairstyling Awards (NAHA), with a client list spanning some of the biggest names in the business from the Ulta Beauty Pro Team to Great Lengths USA, and Milciades Manuel Rolono, Dana Cash to Sean Goddard.

In preparation for the big event season, we speak to Richard to understand how he works with barbers to create award-winning work, and how you can too! "It happens a lot where barbers are creating their first collection and tell me they want to get nominated or win, and I think that's wrong," Richard told us. "You should always make a collection for yourself to be proud of, not to win, because if you win for something inauthentic – where's the joy?"

VISION





Hair//
Ammon Carver

Make up//
Deney Adam

Photograhy//
Richard Monsieurs

"NO COLLECTION IS MADE BY JUST ONE PERSON; IT IS THE ENTIRE TEAM BEHIND A CONCEPT THAT MAKES IT SUCCESSFUL."

An average shoot day with Richard

• **Morning brief:** "Firstly, we usually start with a coffee and a briefing. This is where the hair stylist will talk the team through the theme, aesthetics, and mood board, and I will work on the lighting set-up."

• **Preparation:** "Next, it's time for the team to start the prep. The hair stylist will start working on the style for their models one at a time, while the stylist and make-up artist will get organized and prepare the models."

• **Shoot:** "Now, this is the best part. We begin the shoot as soon as the first model is ready, then we get to see the collection come together."

• **Selection:** "Once the shoot is over, we will look at the images from the day and select the best. After we make that selection, it's up to me to edit these images and make them even more beautiful."

Richard's shoot day essentials

• **Teamwork:** "No collection is made by just one person; it is the entire team behind a concept that makes it successful. It's great for salons to work together, creating a collection as team building."

• **Clear communication:** "When the concept is clear, it makes everyone's job easier. You don't want to see the make-up artist doing bright red make-up if that distracts from the hair. It's important to establish a clear brief early in the day."

• **Energy:** "It's so important for the energy on set to be good. When everything is nice – from the teamwork to the models – and it fits together well, it creates a great environment for everyone to do their best work in."

• **Setting:** "Not every shoot I work on is in my studio, but I have created this environment to be very cozy and homely. where it now resembles more of a living room vibe. Creating a good environment sets the tone to help the entire team get in the zone."

Richard's collection advice

• **Be prepared:** "Everyone works differently but I think preparation is key. So much has already been done, and there are so many different collections out there – so my biggest advice is to research and find your style. Create a mood board, find your aesthetic, and research the work that speaks to you. Then train to create it."

• **Be true to yourself.**
"One of the most important things in creating a great collection is staying true to yourself and your vision. Always try to make something that you like and can be proud of, not creating something with the sole purpose of winning a competition. If you work towards something with the only goal of winning, then you aren't being honest to yourself and creating something that you like."

• **Get inspired.**
"I love seeing where people's inspiration comes from because you should be able to tell a story through your collection so that everything fits together cohesively. I worked with a stylist who created a collection based on their holiday in Vietnam, they were inspired by the culture, so the wardrobe, hair, and color scheme were totally in line with Vietnamese culture."

• **Creative, but cohesive.**
"It can be difficult to toe the line of showcasing a variety of your work while maintaining a cohesive theme. Don't have four of the same images, in the same style – showcase your talents! Show off variations of your work, different textures, colors, or styling techniques! In saying all that, stay in line with your theme, and don't forget that it should all blend nicely together."



ANNOUNCING THE PANTONE ® COLOR
OF THE YEAR 2025: PANTONE 17-1230
MOCHA MOUSSE

EACH YEAR PANTONE ANNOUNCE THEIR COLOR OF THE YEAR, FROM '23'S VIVA MAGENTA, TO LAST YEAR'S PEACH FUZZ. PANTONE ARE KEEPING THEIR FINGER ON THE PULSE OF THE WORLD OF COLOR TRENDS.
THIS YEAR'S COLOR? MOCHA MOUSSE.

MODELLING MOCHA



THE **PANTONE COLOR OF THE YEAR, MOCHA MOUSSE** IS SET TO MAKE WAVES ACROSS THE INDUSTRY – AND THE GROOMING SECTOR IS NO DIFFERENT. WITH BEARD COLORING BOOMING AND FASHION-FORWARD GROOMING TRENDS CYCLING, **VICTOR HUGO** LET US KNOW THAT MOCHA MOUSSE IS THE WAY TO GO... BUT ONLY WITH A LITTLE HELP FROM **AMERICAN CREW**.

With trends constantly changing, renowned barber – owner of **Elevate Style Lounge** and **American Crew** Educator – **Victor Hugo**, told us that there is one trend that is here to stay: beard coloring. And what better of a shade than the **Pantone Color of the Year**, **Mocha Mousse**?

"Beard coloring is huge and it will continue to grow. Especially for men that are looking to touch up their greys easily – it's a great way to elevate your look. Right now, living your best life is in – and part of that is ensuring that you look your best. The shade to go for is the Pantone Shade of the Year – Mocha Mousse. It will blend perfectly with any skin tone, and virtually any hair color. It's that in between shade that fits everyone."

The American Crew Educator even revealed that the best tool for barbers to integrate the service into their day is a grey coloring system from American Crew... Precision Blend.

"The reason you should be using American Crew's Precision Blend is, firstly, it's ammonia free and, secondly, it's the only professionally approved beard dye for men. There are multiple shades that work with virtually all hair and beard colors. Not to mention, it develops in just five minutes – so, it's a swift, stand-out service.

"American Crew's Precision Blend also comes with a measuring shaker, that has four different tools for varying finishes and coverages, so you can totally customize the service."

Victor also notes that this quick, customizable service can also hugely boost your revenue.

"Most non-permanent enhancements give sharp, but not long-lasting results. With Precision Blend – you get that same sharpness, darkness, and coverage, but it will last your client 'til their next visit. Elevating your services with additional treatments like this means you can turn your increase your average ticket from $50 haircut can turn into $100, with only 10 minutes more of your time. Your client has a longer lasting, natural looking solution – and you retain a client for good."



Each year Pantone announces their color of the year based on a year-round process of trend analysis and research by Pantone's global tea of color experts. Their choice is based on color influences in various points of culture, from film, art, fashion, design, technology, to even sporting events and car paint. The chosen color is intended to reflect the current trends and moods of the wider world. For the past several years, these colors have been bright and playful, from Very Peri, Viva Magenta and Peach Fuzz. But for 2025, the Pantone of the year, Mocha Mousse. So, what does this mean for barbers, colorists and stylists?

MARK'S THOUGHTS

Mark Leeson, owner of **Mark Leeson Hair** and **Goldwell** UKI Ambassador, shared his thoughts on Pantone's recent announcement, and how it may inspire the world of color in men's hairdressing.

"Low-key but luxurious, this luxury take on brunette has depth and dimension. Tones from the coffee and chocolate palette are always accessible, and Mocha Mousse is particularly so. I can see this shade being popular with our male clients. It's extremely wearable and can either be chosen for covering early greys, or for a deep, luxe shade that makes just the right kind of style statement."



PANTONE

2024 IN PICTURES






















matrix
dyson
MIZANI
PUREOLOGY
WAHL
PBA
MOROCCO
MINERVA
JCPenney
Beauty+Salon
dyson
WAHL


SALON EVO
Nick Stenson


BARBER EVO


FELLOWSHIP
LUNCH
HAIR A
UNITED
ULTA
BEAUTY


EVO
colortrak
LIMITLESS
STYLE SUITE
fresha


EVO
FASTEST FOILER
CHALLENGE
POWERED BY FASTFOILS

SALON EVO
BARBER EVO


HAIRCON
SOCIAL STAGE
FELLOWSHIP
YUV
vagaro
BARBER EVO

HAIRCON
UP NEXT: 11:00 - 11:20
BARBER DEBATE CHAMBER
DAVID FOSTER, ALAN BEAK, JOSH LAMONACA, ROB WOOD, SEAN HOOSE
BARBER EVO



SALON EVO
HAIRCON
Trevor Sorbie MBE


CT BARBER EXPO
OFFICIAL SPONSORS
BARBER EVO


SALON EVO
LOUIS VUITTON





17 NOVEMBER 2024, GLASGOW, SCOTLAND.

FOR THE SECOND TIME IN 2024, EVO HIT THE ROAD… ALTHOUGH THIS TIME IT WAS A LITTLE BIT CLOSER TO HOME. RIGHT AS EVO'S EIGHTH BIRTHDAY ROLLED AROUND, WE PULLED TOGETHER THE SCOTTISH HAIR SCENE IN OUR HOME CITY OF GLASGOW, UK AT THE ICONIC DRYGATE BREWERY. WITH A NIGHT OF NETWORKING, EDUCATION, AND FUN – **EVO ON THE ROAD: GLASGOW** WAS A NIGHT TO REMEMBER!

On the 17th of November, in the Glasgow, UK institution, the Drygate Brewery, barbers and hair stylists came together to connect, learn, and naturally… let their hair down a little bit! The reason why? EVO On The Road: Glasgow. Summoning the very best of the vibrant hair scene in Glasgow and the surrounding areas, attendees were eager to get involved with the selection of expert talks, live demos, and hands-on sessions.

As guests gathered for the drinks reception, prior to the show – American Crew's UK Ambassador, Nick Taylor was working his magic on a long, shaggy cut that is making waves in barbering trends. With guests gathering to get up close and personal with the cutting and styling process – the night was off to a great start.

First Hand Connections

Kicking off the event, EVO Co-Founder and host-for-the-night, David Foster took to the stage to introduce the evening, and the sponsors who made it possible: Revlon Professional, American Crew, Chris & Sons, JRL UK and Vish. The crowd offered a warm welcome to; Indy Samrai, Business Development Director of Chris & Sons, Danny Coles, UK & Ireland Sales Manager for Vish, and Chris Moss, UK Sales Manager for Revlon Professional Brands and American Crew. As David noted, together they looked like the 'next chart-topping boyband,' with representation from virtually every part of the British Isles.

Chris Moss said: "EVO On The Road was a great opportunity for us to engage with our customers who are here, but also introduce ourselves to people who haven't met us yet. It's such a great opportunity to showcase what we're like as a brand and showcase our team – more so, because we're very much a people-centric brand. It's a great atmosphere, with lots of like-minded people, and some partner brands that we're here with. So, we're just really pleased to be a part of it. Long may EVO On The Road continue!"



"IT'S REALLY GREAT TO SEE ALL THE DIFFERENT TYPES OF HAIRDRESSERS AND BARBERS FROM ACROSS SCOTLAND ALL COMING INTO ONE PLACE TO EXPRESS THEMSELVES, EXPRESS THEIR CREATIVITY AND WHAT THEY DO BEST."









"GREAT ATMOSPHERE, LOTS OF LIKE-MINDED PEOPLE, SOME PARTNER BRANDS THAT WE'RE HERE WITH. SO, WE'RE JUST REALLY PLEASED TO BE A PART OF IT. LONG MAY EVO ON THE ROAD CONTINUE!"





Made in Glasgow Part One

Being in EVO's home city, we also had to highlight some of our local talent! We had Exaucè Imbo AKA Ex the Barber, Montel Campbell, Brian McCallum, and one of BarberEVO UK's columnists, Graeme Macaskill. First up, Ex and Montel took to their stage with their models, to have a chat with David as they worked away on stage.

"I was cutting hair on stage alongside Montel, presenting our craft. We were up there sharing some of our knowledge and our experiences to the amazing people here at EVO On The Road. It's really great to see all the different types of hairdressers and barbers from across Scotland all coming into one place to express themselves, their creativity and of course, what they do best. I've learned a lot. I've met a lot of amazing people, and I'm going to keep on meeting amazing people, here at EVO On The Road," Ex told us.

Crafting Color & Commerce

Revlon Professional's UK Artistic Ambassador Danilo Giangreco, and Cheryl Bowes, the Scottish Revlon PRO Education Consultant, also hit the stage to show off the power of Revlon Professional color. Hosted by Philip Meehan, National Brand Technical Education Master at Revlon Professional UK, the pair explained the stunning styles – with the models' hair transformed from bright, light blonde to rich, dimensional red tones. Creating the shades of the season, the pair turned the models' hair into editorial fashion statements – and the crowd were transfixed.

Earlier in the day, Jade Hayter hosted the amazing Revlon team and their models in her freelance hair and event space, The 145 Collective in Glasgow. She told us at the event: "It was a day of chaos, fun and amazing hair! The Revlon team were amazing to host in the 145 space."

Made In Glasgow Part Two

Next up, Brian and Graeme got under the spotlight for some salon specific demonstrations and conversations. With trademark chat and a wig snatch from Brian, accompanied by a classic cut from Graeme – the crowd were hooked.

"I've been privileged enough to spend time in both the salon and barbering industries, so to see them come together today, to celebrate our similarities, whilst also embracing our differences, has been amazing. The main thing I want people to take away is just to find what inspires you. It's about getting up there and just doing it. It's been eight years since I've cut up on stage, and I was quite nervous at the start, but I just put myself out there. It's nerve wracking, but I feel great about it," Graeme smiled.

Brian added: "It's been such a great event, with amazing folk. Despite being in the process of recovering from Reactive Arthritis and just out of the hospital – I wanted to come here tonight, give our Glasgow hair community a great show, but most importantly share the message… that this could happen to anyone. If you don't have the right protections in place, if you're out the business for weeks because of poor health: your business will really suffer. That's why these events are so important – we need to support each other, as an industry."

Following some mid-show refreshments of Glasgow classics, such as macaroni pies, pakora, and Tunnock's treats, guests were told there was a surprise… that could be found somewhere under their seats.

The race began as guests darted around trying to find the tickets that could bag them treats from each of the event sponsors. With prizes that included the JRL Bumper Electric Set, the crowd was buzzing.

The sponsors then headed to the stage to host a business panel, as Nick Taylor took to the stage to host a live-cutting demo. Panellists offered attendees valuable business advice and gave their top tips on how to make the best of the industry – whether that be in salons, or in barbershops.

As the event came to a close, David shared: "We need to do more of these events in Glasgow. We need you to take advantage of these opportunities – and today you did. Thank you to each and every one of you who came out. It's been a brilliant night."







PREMIERE ANAHEIM 2025

THE WEST COAST'S LEADING BARBER & BEAUTY EVENT RETURNS

FEBRUARY 23-24, 2025, ANAHEIM.

PREMIERE SHOW GROUP IS THRILLED TO ANNOUNCE THE RETURN OF **PREMIERE ANAHEIM** ON FEBRUARY 23-24, 2025, AT THE ANAHEIM CONVENTION CENTER. THIS HIGHLY ANTICIPATED EVENT, NOW IN ITS THIRD YEAR, OFFERS BEAUTY PROFESSIONALS UNMATCHED OPPORTUNITIES TO ELEVATE THEIR CRAFT THROUGH TOP-TIER EDUCATION, LIVE DEMOS, COMPETITIONS, AND NETWORKING WITH INDUSTRY ICONS.

With 210+ education classes, 15+ hands-on workshops, 100+ exhibiting brands, and an expanded lineup of competitions and interactive features, Premiere Anaheim delivers a dynamic, career-transforming experience for barbers, hairstylists, nail artists, estheticians, students, and more.

Fresh Innovations and Unforgettable Experiences for 2025

Premiere Anaheim 2025 introduces over 35 new-to-show brands, each bringing cutting-edge products and innovations that are reshaping the beauty landscape, from the latest in skincare technology to bold hair extension solutions. Attendees can explore these brands through exclusive booth demos and discover never-before-seen products in the First Look space, which showcases emerging brands shaping the future of beauty.

A standout addition for 2025 is the all-new Color Stage, where industry-leading educators like Kelly O'Leary, the visionary behind the event's 2025 campaign imagery, will demonstrate cutting-edge hair color techniques that will take colorists' craft to the next level.

Expanded Education Across All Categories

Education remains the heart of Premiere Anaheim. Attendees can gain insights and inspiration from powerhouse names like Larisa Love, Siiri Parks, Bailey Lavender, Wayne Tuggle, Joseph Maine, and Olivia Thompson on the Main Stage.

The Barber Stage, hosted by Byrd Mena, will feature icons like Rob the Original, Danny Amorim, Trevor Moots, and the L3VEL3 team, plus the introduction of a new student competition, giving emerging talent a platform to shine.

For those seeking a more immersive experience, hands-on workshops offer a deep dive into advanced techniques. These intimate sessions provide practical, actionable skills that attendees can immediately apply in their work, ensuring a rewarding and engaging learning experience.

Explore Top Brands in Beauty and Wellness

Premiere Anaheim 2025 brings together over 100 leading brands across the beauty industry, offering attendees the chance to discover game-changing products and innovations. From trusted industry staples to emerging trailblazers, this year's exhibitor lineup includes Johnny B Haircare, PureO Natural Products, Wahl, Circadia, among many others.

With booth demos, exclusive product showcases, and direct access to brand representatives, Premiere Anaheim is the ultimate marketplace for professionals looking to expand their toolkit and elevate their craft.

Competitions to Inspire and Challenge

Competitions will be at the center of the action, offering beauty professionals the opportunity to push creative boundaries and gain industry recognition.

The Barber Battle is back and bigger than ever, with competitions for both seasoned professionals and rising stars, powered by L3VEL3 and sponsored by JRL. In the main event, barbers will go head-to-head for the chance to win amazing prizes, including a $600 value for 1st place, $300 for 2nd and 3rd place medal. All competitors will also walk away with a JRL Clipper Set valued at $165, which includes clippers, trimmers, and other tools to elevate their craft.

This year introduces the Student Barber Battle, giving up-and-coming talent the chance to compete for a grand prize: entry into the prestigious Premiere Orlando Barber Battle, including airfare, hotel, and a show pass. This exciting addition highlights the next generation of barbers, offering them a platform to showcase their skills and gain invaluable recognition.

Sponsored by Hattori Hanzo Shears, the Hair Competition will challenge participants to create their best "Long Pixie" look, pushing the boundaries of creativity and technical mastery. The 1 st place winner will receive a prize valued at $800, with recognition and the opportunity to elevate their career in front of an engaged audience.

Honoring Excellence: NAHA Finalists Announced Live

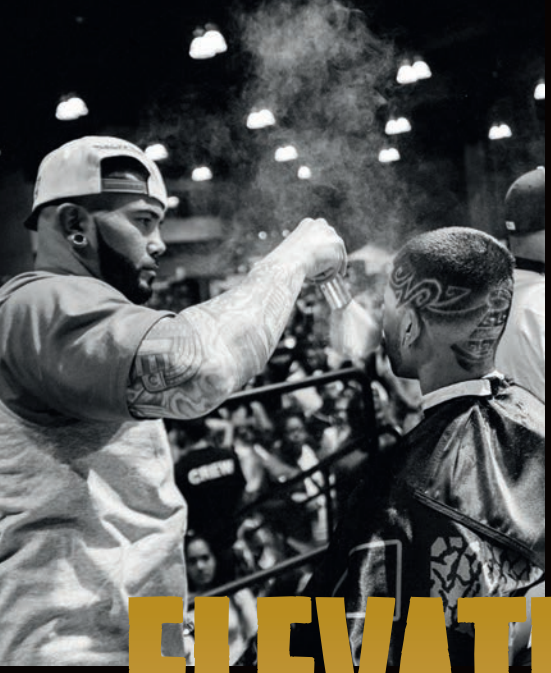
Premiere Anaheim 2025 proudly partners with the Professional Beauty Association (PBA) to host the live announcement of finalists for the North American Hairstyling Awards (NAHA). As the industry's most prestigious competition, NAHA celebrates the visionaries pushing the boundaries of creativity and technical mastery in hairstyling.

Attendees can witness the exciting moment on the Main Stage and watch an exclusive panel featuring the finalists, offering insights into their inspirations and techniques. This announcement sets the stage for the NAHA Awards Night on June 1, 2025, at Premiere Orlando.

Register Today

Each show pass includes access to education sessions, live demos, competitions, and the exhibit floor. Don't miss this opportunity to be part of the West Coast's leading beauty event.

For more details visit **PremiereAnaheimShow.com.**





ELEVATE YOUR CAREER

CT BARBER EXPO, MAY 17-19, 2025

LV BARBER EXPO, SEPTEMBER 27-28, 2025

WHEN IT COMES TO SHAPING THE BARBERING INDUSTRY, FEW FIGURES HAVE HAD AS PROFOUND AN IMPACT AS **JAY MAJORS**. AS THE VISIONARY BEHIND THE **CT BARBER EXPO** AND **LV BARBER EXPO**, JAY HAS BUILT A REPUTATION AS A TRAILBLAZER IN BRINGING THE BARBERING COMMUNITY TOGETHER THROUGH UNFORGETTABLE EVENTS – AND HERE, HE SHARES HIS TIPS ON HOW TO GET THE MOST OUT OF EVENT SEASON.



"I've seen thousands of barbers walk through the doors of my expos and get signed to major deals," Jay told us. "Just being in the right place at the right time plays a huge part in this, but you must walk in with the right mindset otherwise you won't get anywhere. People don't always realize that it's not just barbers in attendance, it's the marketing directors of some of the biggest brands in the industry who are looking to sign their next ambassador."

As someone who has put together two of the biggest barbering events in the country, we had to ask Jay just why it is so important for barbers to get out there and attend. "We are in a very intimate profession where we have human interaction every day," he explained. "Social media has never been more important in furthering your career, but getting out there and making those face-to-face connections is what it is all about.

"It's easy to ignore a DM or forget who commented on your latest post, but you make an impression in person. Some of the best relationships and friendships are formed at events like CT Barber Expo and LV Barber Expo – whether that's in the expo itself, the hotel lobby, the Uber, or the afterparty!"

There are endless amounts of ways to spend your time at barber expos – whether you are walking the shop floor for discounts, taking part in barber battles, watching live demos or panels but Jay's biggest recommendation? Competitions. "A lot of people come in with the attitude that they are too good to compete because they have 10,000 followers," he laughed. "That's not the case. When you're at my show, you have at least 10,000 or more of your peers and some of the biggest companies in the world watching you on stage for as little as $100.

"Whether you win or lose, it's a big statement to get up on stage and give it your all because you never know who is watching."

While it may feel like 2025 has just got started, events season will be here before we know it... and Jay promises that this year, will be the biggest yet. "One thing I'm really excited about is the fact that we have updated and changed the format of our education," he told us. "I listened to consumer feedback from last year and have implemented a series of changes to how we are doing things. This is to ensure that attendees get the absolute most out of their education and can take these skills away to their jobs to become the best barber."

"WHEN YOU'RE AT MY SHOW YOU HAVE AT LEAST 10,000 OR MORE OF YOUR PEERS AND SOME OF THE BIGGEST COMPANIES IN THE WORLD WATCHING YOU ON STAGE FOR AS LITTLE AS $100."



ROLDA ON THE ROAD

FOR MANY PRODUCT BRANDS, THERE IS A DISCONNECT BETWEEN BARBERSHOPS AND THE BRAND, BUT THAT'S NOT THE CASE WITH **ROLDA**. THE ICONIC GROOMING BRAND HIT THE ROAD AS PART OF THEIR **FINDING ROLDA TOUR**, CONNECTING WITH BARBERSHOPS ACROSS THE COUNTRY. WE HEAR FIRSTHAND EXACTLY WHY THESE BARBERS LOVE ROLDA.

In an industry where relationships and connection reign supreme, **Rolda** is determined to deepen its connection with the heart of the industry: the barbershops that bring its products to life. The Finding Rolda tour is more than a promotional effort – it's a celebration of the community that has made the brand a global name in men's grooming.

"Being part of the Rolda Family is more than just a professional connection," said Kevin Aviles, barber at Shaving District, Miami. "It feels like being part of a team united by a shared passion for the craft of barbering. Knowing how much the brand cares about the industry – from a client and barbershop perspective – has really shaped my experience and fostered a deep sense of loyalty and pride.

"Alongside my peers in the barbering industry, it's great to feel additionally supported by a community of like-minded professionals who are all striving to push the boundaries," Kevin enthused. "This sense of belonging within a brand relationship isn't something you always get, and it just reaffirms my commitment to Rolda as I know they stand for quality, innovation, and craftsmanship, values that I personally hold dear."

It's not just Kevin who feels the same bubble of pride and appreciation to the Rolda family – Clara Henao, from Bespoke Barber Pub, has been a







"EXCLUSIVE OPPORTUNITIES LIKE THE **FINDING ROLDA TOUR** HELPS REALLY RAISE THE BAR AND FOSTER COLLABORATION AND CONTINUOUS GROWTH."

long-time fan of the brand and was delighted to take part in the Finding Rolda tour. "I've loved Rolda products since I lived in my native country, Colombia," she enthused. "When they introduced their products to the US market, I was delighted to stock them. I've been so passionate about the brand for a long time, and my personal favorite product is the Rolda Black Hair Styling Gel – this is something so innovative, as it covers gray hairs, is packed with activated charcoal and free from parabens."

"My personal favorites are the Rolda Hair Texturizing Styling Powder, Rolda Mega Strong Hold Hairspray, and the Rolda Hemp Beard Oil," said Bruce Ginjauma, owner of Pinnacle Barbershop in Davie, Florida. "Those also happen to be our best-selling products as well.

"From the get-go, I was attracted to the design and branding of Rolda – I love the old-school, retro vibe they went with on some of their marketing. They've got a great range of products and something to suit everyone," Bruce added. "My clients are very happy with the Rolda range since we started stocking the brand a little over a year ago. They are very happy with the range, and always compliment the scent of the products and the long-lasting quality they have."

Clara noted: "Rolda always manage to stay ahead with emerging trends in our industry and will consistently have new releases suited for all different customer needs. The Finding Rolda tour showcases a true dedication to the industry and the barbers who support the brand; it was an honor to be a part of it."

Continuing the same sentiment, Kevin added: "Exclusive opportunities like the Finding Rolda tour helps really raise the bar and foster collaboration and continuous growth.

Being part of this community helped myself and my team feel more motivated and connected to the bigger picture of the industry." As Clara concluded: "This is a company that is looking every day at how to get better and support all of us, my customers love the products."

For barbers, Finding Rolda offered more than just face time with the brand – it offered a chance to share their stories, showcase their craft, and dive deeper into the products they already know and trust. For Rolda, it's an opportunity to listen, learn, and strengthen the bonds of a shared vision. The tour is proof that when community and passion come together, both the barbers and the brand thrive.

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SAME GREAT FORMULAS

OLD NEW



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OLD NEW



Alcohol-Free | Paraben-Free | Residue-Free

OLD NEW

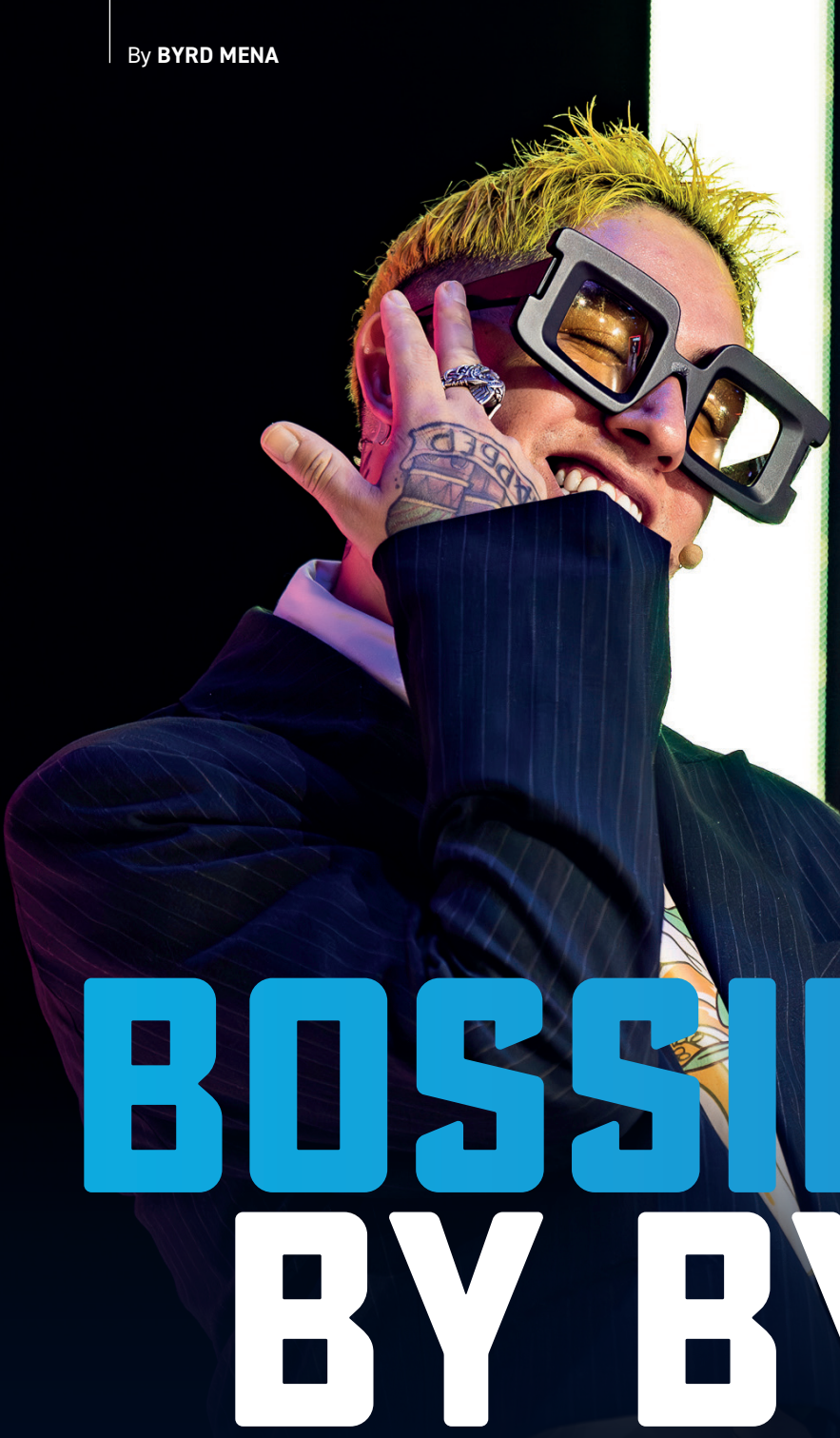


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By **BYRD MENA**



"OUR PURPOSE IS TO CONNECT, CREATE AND UPLIFT... AND THAT'S ALL I'M TRYING TO DO."



BOSSING IT BY BYRD

BYRD MENA IS BACK TO GIVE YOU AN INSIGHT INTO HIS CRAZY LIFE... FROM CELEBRATING 10 YEARS OF **SHARPFADE** TO HIS NEW TITLE WITH **BOOKSY**, AND EVEN HIS FAVORITE LUXURY PIECES – BYRD TELLS ALL!

What's up **BarberEVO** crew? We're already in February – and it's gone by quick! Time is a crazy thing. I mean, it feels like yesterday I decided to create Sharpfade... and it's actually it's 10th anniversary. It's wild to see how it's evolved and taken shape, but not without some growing pains, of course. I suppose that makes the successes feel even greater.

As we head into Sharpfade's 10th year, it's only the 4th year of the Sharpfade Partners initiative – and we've already doubled our numbers, going from 15 to 30. It's the largest group we've ever had, which means our retreat this year is going to be even better. On the 14th of March, we're all going to meet in Orlando, FL, for four days. We're all going to stay together in two mansions, and be joined by some special industry guests. It's just the best way for people to get themselves out of their comfort zone and grow as people, entrepreneurs and creatives. Honestly, I look at my partners and I'm just so proud because of how much they've grown. They've even become mentors themselves. Jay Rodriguez, Jorge Sierra and Dane Vickers are all Sharpfade Partners who have gone onto help lead to program. Throughout the year, they tap into different areas of the industry, such as personal growth, organization and management, motivation and inspiration, business, marketing, branding, and content creation, and share it with the team. This year we even had Jorges Fadez building up a specialist curriculum to help boost our partners.

When I talk about Sharpfade's evolution and growth – I really mean it! We're going to be launching in Brazil, with a brand-new Sharpfade Team. Not only that, we've also partnered with some amazing industry titans to build the Sharpfade Community. We've partnered with Premiere, so Sharpfade will be at the shows. You can also see us at IBS in New York, where Americas Live Fashion Awards will be presented. Our purpose is to connect, create and uplift... and that's all I'm trying to do.

UPDATES

FRESHMAN CLASS ▼
If you didn't know, we held our Sharpfade Freshman Class Challenge last year. This challenge was to create a Halloween theme shoot and style. The results were sick – and it was definitely a tough gig choosing the winners... but we got them! Meet the winners of the Freshman Class Challenge 2024! I hope to see you all entering in 2025!





BUILD WITH BOOKSY ▲
I can now announce it! It's official... I'm the Official Creative Consultant for Booksy in a new role for partnerships. I've been with Booksy from the beginning, so it feels truly full circle.

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▲ **BYRD MENA**
Global Creative Consultant for Wahl
@byrdmena

WAHL® PROFESSIONAL

WORK THE WAHL PRO ▲
There has been a lot of fun projects going on behind the scenes with Wahl Pro... there's some exciting projects coming your way this year. Watch this space.

ASPIRATION STATION

ROLEX GMT- Master II



"IF YOU KNEW TIME AS WELL AS I DO," SAID THE HATTER, "YOU WOULDN'T TALK ABOUT WASTING IT."
~ ALICE IN WONDERLAND

PRODUCT PULL



PRAVANA ChromaSilk VIVIDS
My good friend Kimberley Tay is always using Pravana vivids on my hair, to keep you guessing – what color should I do next?

TOP TOOL

Wahl VAPOR with F32 FADEOUT BLADE
This is my go-to tool right now, it definitley is unmatched.





BUSINESS IS THE ONE THING THAT EVERY EDITION WE COME BACK TO. THIS YEAR IS NO DIFFERENT. WHAT ARE YOUR BUSINESS GOALS FOR THE YEAR AHEAD? IS YOUR GOAL TO BECOME A SIX-FIGURE BARBER? TO MAKE YOUR BUSINESS RUN MORE EFFICIENTLY? TO GET MORE TECH SAVVY? GET CAUGHT UP HERE!

Hair & Make Up//
@rozetree_bridal,
@bigdaybarbers.

Photography//
@sarahkathleenphoto.

Design & Coordination//
@overthemoon_event_co.

Venue//
@fableistwine.

Florist//
@kanthafloral.

BUSINESS

By **MATTHEW MENDOZA**

CREATING A CREATOR



MATTHEW MENDOZA, BARBERSHOP OWNER, PODCASTER, WRITER, AND BARBERING TREND ENTHUSIAST, AKA **@BARBERDOZA** WILL BE SHARING HIS UNFILTERED TAKES ON THE BARBERING INDUSTRY EACH ISSUE OF **BARBEREVO** IN 2025. THIS ISSUE HE EXPLORES THE AVERAGE BARBER SALARY, AND TRADITIONAL INCOME STREAMS VS WHAT THE MODERN BARBER LOOKS LIKE IN 2025.



"IF YOU MAKE ORIGINAL CONTENT AND DISTRIBUTE IT ONLINE, YOU'RE A CREATOR."

Ignore Google. The average U.S. Barber Salary is not $30,000. Is Google to blame? Of course not. The data online is likely from what barbers report on their taxes and let's be honest, our industry has a history of underreporting income. (Sorry, someone had to say it).

If you've been paying attention though, times are changing. We're living in a world where everyone is talking about becoming a six figure barber. Social media feeds populated with blurry fades have been replaced with screenshots of barbers sharing how much money they made last week.

Here's my question though: when you hear 'six figures,' what number comes to mind? For me, it's not $100,000. That's the six-figure floor, not the ceiling. Looking around at the evolution of the barber industry, there's a lot more money to be made than we think.

On one hand, you have barbers subscribed to the 'traditional' income streams of haircuts, beard trims, shaves etc. And on the other hand, you have a modern way of doing business that no one saw coming. Most commonly referred to as: the 'creator economy', we're witnessing a shift from barbers to creators.

If you make original content and distribute it online, you're a creator. This term may be unfamiliar to our community, so let's translate. Influencers have a large Instagram following. Ambassadors represent brands. Educators teach classes online and in-person. In some cases, a barber may be all three. That's why it's easier to just use the umbrella term: creator. So, how do these creators get paid?

Affiliate links is a partnership between the creator and a brand. You get a unique link or code. If someone buys a product and the buyer's journey starts by clicking your affiliate link or typing in your code, then you'll earn a commission of the sale. Some companies have an open application for anyone to become an affiliate, while others are more exclusive.

Educators come in different forms. Some educate on YouTube and earn money once they attain a combination of subscribers, video uploads and public watch hours. Some sell online courses where you pay a one-time fee or monthly subscription for access to the online lessons and online community. Then there's in-person educators who get paid to teach a class or workshop and will likely record their class so they can repurpose the content later.

Brand Sponsorships is another partnership between a creator and a brand. You create original content (photos or videos) and give the rights for the brand to use them as stated in the agreement. (Please, make sure there is an agreement). It could be a deal where you make five videos for the brand, or it could be a video or podcast that features an advertisement.

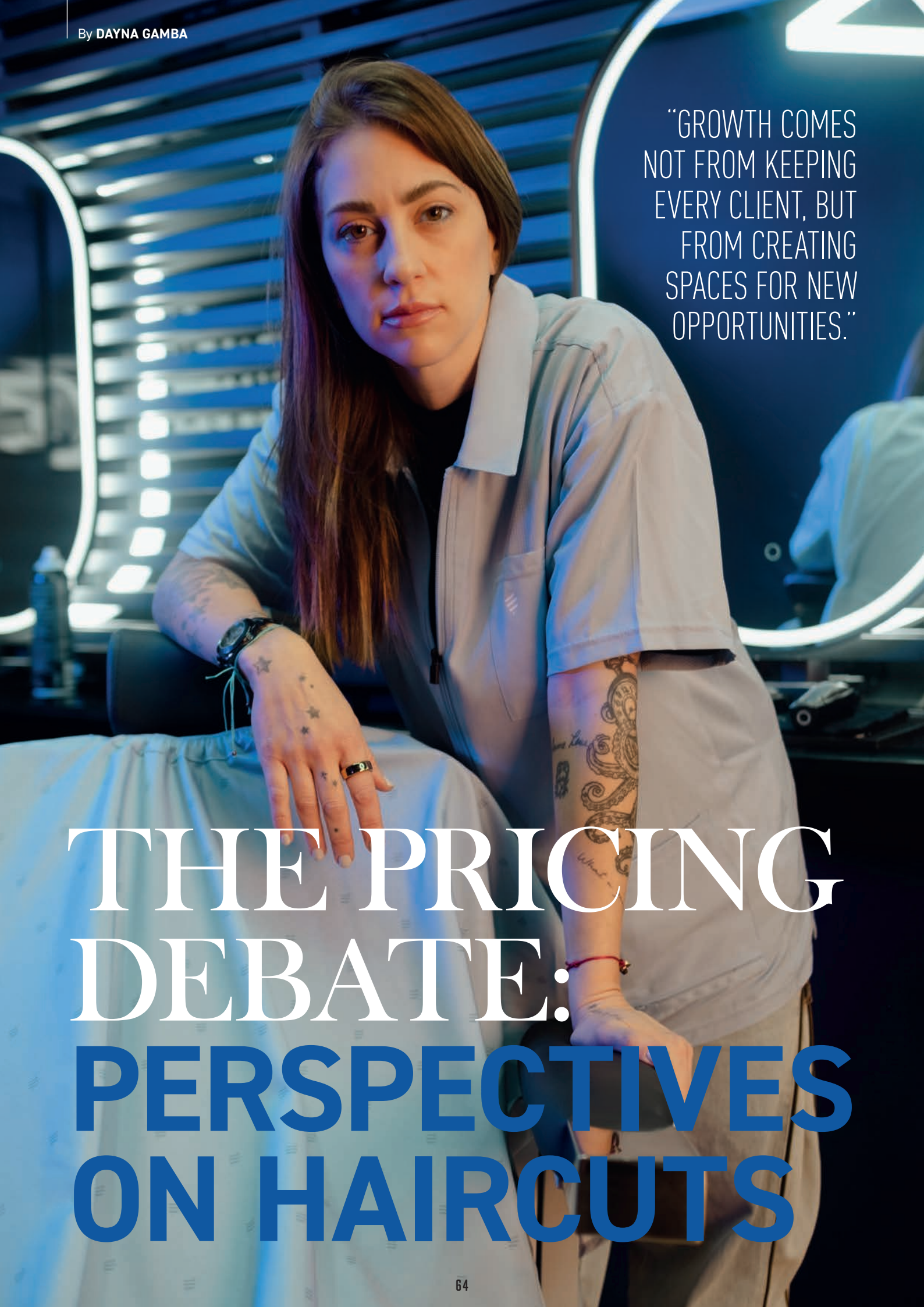
Ambassadors exclusively represent a brand. Typically, an ambassador will need to post a certain number of times every month and will need to attend industry events where they'll educate or be at the booth. Some ambassador programs will get paid monthly, get free products and get travel expenses covered. In some cases, they may be paid a day rate to be at the events on top of a monthly incentive. Beware, not all brands will pay you.

There are many different ways to earn money as a creator. Is it for everyone? Of course not. But if you've been wondering how some of the most well-known barbers in the industry make their money only cutting random strangers in the park or only cutting one day in the shop a week, now you know.

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MATTHEW MENDOZA
Title Barbershop Owner, Podcaster, Writer
@barberdoza, barberdoza.com

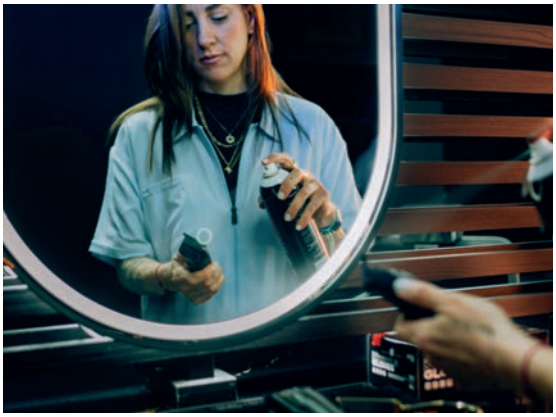
By **DAYNA GAMBA**



"GROWTH COMES NOT FROM KEEPING EVERY CLIENT, BUT FROM CREATING SPACES FOR NEW OPPORTUNITIES."

THE PRICING DEBATE: PERSPECTIVES ON HAIRCUTS





DAYNA GAMBA, MORE COMMONLY KNOWN AS DGCUTS, IS A MULTIHYPHENATE EXTRAORDINAIRE. AS OWNER OF RECTIFY BOSTON, SHORT HAIR EDUCATOR, AND AMBASSADOR AND EDUCATOR FOR **BABYLISSPRO** AND **BARBER STRONG**, DG KNOWS THE POWER OF QUALITY, WHICH IS WHY SHE IS PASSIONATE ABOUT PRICING RIGHT.

"AT THE END OF THE DAY, PRICING REALLY ISN'T UNIVERSAL BECAUSE NO TWO PROFESSIONALS OR EXPERIENCES ARE THE SAME. THE KEY IS UNDERSTANDING YOUR WORTH, INVESTING IN YOUR CRAFT, AND FOSTERING RELATIONSHIPS WITH YOUR CLIENTS."

Pricing in the barbering and salon industry has become a hotly contested topic in recent years, sparking debates about value, skill, and accessibility. Why is this such a polarizing subject? Simply put, it's a matter of perspective and mentality. With rising costs across the board, many barbers and stylists wonder how to raise their prices, while others push back with, "I'd never charge that much." This divide is fascinating, particularly when comparing price vs how much you make a year. The answer to "How much do you charge?" is far from universal, and that's what makes it worth discussing.

Throughout my career, my perspective on pricing has evolved significantly. I've been in nearly every type of establishment: $23 walk-in barbershops, salons charging $275 for a haircut, and even as a $2,000-per-client hair extension specialist. My journey taught me that pricing isn't just about the environment – it's about the individual behind the chair.

For example, I worked in a walk-in barbershop while cutting hair in a salon on the side. The barbershop clients happily paid $23, while salon clients paid $85 for a similar haircut, often from stylists just starting and barely comfortable with clippers. This disparity wasn't always about the quality of the cut, but about how pricing aligns with perceived value, mentality, and experience from the clients.

Over time, I grew my skill set, invested in my craft, and raised my prices gradually. In 2015, I charged $23. In 2025 I charge $150+. This growth didn't happen overnight; it took time, practice, and consistency. Raising prices isn't about gimmicks or shortcuts—it's about EARNING your worth through skill, confidence, and care for your community.

At Rectify, I reassess pricing when I'm consistently 80% booked six weeks in a row. This is my signal that my demand outweighs my availability, and it's time for me to grow. But raising prices requires clear communication with clients. I've found success with emails that announce increases while expressing gratitude for their support. I also add in the IGs of barbers or stylists at a lower price point to ensure clients feel cared for, even if they choose to move on. Remember, growth comes not from keeping every client, but from creating spaces for new opportunities.

Side note: Barbers and stylists can learn a lot from each other regarding pricing. Salons often justify higher prices with professionalism: clean stations, fresh capes, spotless bathrooms, and thoughtful amenities like coffee or wine. These details matter to the client's overall experience. On the other hand, barbers excel at fostering community. The connection barbers build with their clients is unmatched, and stylists could benefit from embracing that camaraderie.

At the end of the day, pricing really isn't universal because no two professionals or experiences are the same. The key is understanding your worth, investing in your craft, and fostering relationships with your clients. Whether you're charging 23 or 300, it's about offering a value that resonates with the people sitting in your chair.

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DAYNA GAMBA
Owner of Rectify Boston, Ambassador and Educator for BaBylissPRO and Barber Strong
@dgcuts

ASK V's

BARBERS ASK V

AND V ANSWERS



HOW DO YOU STAY HUMBLE EVERY DAY AND HOW DO THE BARBERSHOPS CONTINUE TO IMPACT YOU?

Humility is one of life's greatest teachers. For me, it's not something I consciously strive for—it's simply a part of who I am. That mindset has played a huge role in my success. I don't sit around thinking I'm great or dwell on the fact that I founded a successful company. I just focus on giving my best every single day. And in doing so, I let humility guide my actions.

Everyone faces struggles—I understand that. My goal has always been simple: to make the people around me happy. For those who work at V's, I want them to love their work and live fulfilling lives beyond it. When you approach life with the mindset of giving rather than taking, humility comes naturally.

This philosophy is the cornerstone of being a great barber. When you can give your patron more than you take, you're setting yourself up for extraordinary success.



VERRADO OWNERS LAZ [LEFT] AND ABRIL MARTINEZ [RIGHT]

HOW MANY TIMES HAVE YOU FALLEN OFF THE HORSE LITERALLY AND FIGURATIVELY?

As a former rodeo cowboy, I've fallen off a horse more times than I can count. The key, as they say, is always getting back on. Of course, there were times when I couldn't—times that landed me in the hospital or required a visit to the doctor. I've had my share of broken bones and dislocated shoulders, but I always healed. And when the time was right, I got back on the horse.

I'm biased, but I believe it's one of the greatest metaphors for life and business: no matter how hard the fall, you have to get back on the horse. Failure, setbacks, and challenges are inevitable. They're part of the ride. But resilience? That's what sets you apart.

WELCOME TO V's VERRADO

20+ YEARS IN THE MAKING

On December 30, 2024, Laz and Abril Martinez opened V's Barbershop in Verrado, a milestone years in the making.

Laz's journey with V's began in 2001 when he walked into the original Arcadia shop, his now-famous smile catching the attention of founder Jim Valenzuela, who quickly saw his potential. Over the years, Laz mastered his craft, built a dedicated clientele, and earned a place on V's Elite team, where he mentors barbers across the country and helps shape the brand's future.



Opening the Verrado location wasn't just about expanding the brand; it was about planting roots in a community with long-term potential. Verrado, known for small-town charm and exhibiting steady growth, was the perfect match for Laz and Abril's vision.

Laz's first haircut in the new shop was for a longtime patron, Patrick, who's been sitting in Laz's chair since he was five years old. Moments like this reflect the deep relationships Laz has built over his career.

The Martinez's journey is an example of how a strong foundation, years of dedication, and the right opportunity can lead to something truly remarkable.

BARBERSHOP V's EST. 1999



MORE BANG FOR YOUR BUCK

IN AN INDUSTRY WHERE INSURANCE IS EVERYTHING, WHY NOT GO WHERE YOU CAN GET MORE BANG FOR YOUR BUCK? WITH **WELLNESSPRO**, YOU CAN LET GO OF THE FEAR THAT MORE SERVICES EQUALS MORE LIABILITY. YOU CAN SAVE BY INSURING MULTIPLE SERVICES, WITH WELLNESSPRO.

"**WELLNESSPRO** INSURANCE OFFERS AFFORDABLE COVERAGE FOR ONE LOW PRICE. BY TELLING WELLNESSPRO WHAT TYPES OF SERVICES YOU OFFER AND HOW MUCH COVERAGE YOU WANT."

Insurance in this business? It's everything... and that's why it matters who your insurance provider is. You need an insurance provider that understands not only your industry and your business, but also YOU. And that's **WellnessPro**.

For so many business owners, there's a fear that diversifying your services comes with too much of a cost. But in 2024, diverse service menus are a must. With WellnessPro, you can say goodbye to that fear. Not convinced? Well, meet 'Eric.'

After working as a barber for seven years, Eric decided to switch up his business by offering more services. A few classes and certifications later, he's doing hair cutting, waxing, and traditional shaves too.

But his worry? His new skills and offerings will end up costing him more than they'll earn him – because more services mean more liability... right? He's unsure is he can afford potential claims from his hair, waxing and shave clients.

Well, with WellnessPro, he can.

Unlike other insurance providers, WellnessPro Insurance offers affordable coverage for one low price. By telling WellnessPro what types of services you offer and how much coverage you want – they're only charge you for the most expensive service. That means coverage for multiple barbering services for as little as $159 per year! And that's how you can get more bang for your buck.

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INSURANCE



PERSONABLE AND PROFESSIONAL

WITH OVER 23 YEARS IN THE BARBERING INDUSTRY, **CARL LITTLES** KNOWS HOW TO ELEVATE THE CLIENT EXPERIENCE AND TURN A WALK-IN INTO A REPEAT CLIENT. THE BARBER AND EDUCATOR – WHO TOOK HOME INSTRUCTOR OF THE YEAR AT THE **CT BARBER EXPO BARBER GRAMMY'S** – SHARES HIS TOP TIPS WITH READERS ON CREATING THE ULTIMATE CLIENT EXPERIENCE.

"I THINK IT'S VITAL FOR BARBERS TO RECOGNIZE THESE CUES AND OFFER SOMETHING EXTRA BECAUSE THAT MAKES SOMEONE'S DAY."

For Carl Littles, a stellar client experience begins long before the first snip of the scissors or buzz of the clippers. "The first thing I do is get on a first-name basis with my client," Carl told us. "Whether it's a repeat client or a walk-in; being on a first-name basis is so important. The service at the barbershop doesn't start when the client sits down in your chair – it starts as soon as they walk in those doors.

"I make sure both myself and the team at The Original Barbershop greet our clients when they step through the door with, 'Good morning, how can we help you today?' This is also something that I teach the students at The Original Barber School because you want the client to feel comfortable and welcomed, not attacked with a 'Do you have an appointment? Are you a walk-in?' I want to ensure that the greeting is on point from the first moment they enter the shop."

APPRECIATION

Carl's humility is something you notice within minutes of speaking to him, and it's this approach to business that helps his client experience stand out. "We got to remember that our clients are choosing to come patronize our business," he explained. "This is a saturated industry, and your clients – walk-ins or regulars – will likely walk past many barbershops to step foot into yours. We need to be mindful of that fact and not take it for granted because people don't necessarily have to do that. It's important, as barbers and business owners, to be appreciative of the fact that our clients are choosing us."

Carl continued, noting: "We spend so much time with our clients, so we've got to make sure that we show our appreciation by making them feel welcome. Make sure their experience is top-notch. We want to make sure every experience is a five-star job and that the service and the haircut are the best we can provide for the person who has chosen to sit in our chair."

BUILD RAPPORT

And the key to building these long-lasting, loyal client relationships? For Carl, it's all about the rapport. "Building that special bond begins with a great first impression," Carl enthused. "It all comes back to what I said about how a good





"A COMMON MISTAKE PEOPLE MAKE IS BELIEVING THAT A CONSULTATION IS ONLY AT THE BEGINNING OF A SERVICE, WHEREAS FOR ME, IT GOES THROUGHOUT."



greeting sets the tone of the barbershop. You don't get a second chance at a first impression. I want my client to think, 'Oh Carl was amazing, he greeted me, asked for my name, and how my day was going before I even sat down'.

"I always tell my barbers that it's vital to build a rapport with someone from the get-go because that is how you turn a walk-in client into a regular. It provides the perfect opportunity to get to know someone, show them what you can do behind the chair, and by keeping up that friendly approach – you won't have any spaces in your schedule because you've capitalized off your first impression."

CONFIDENT CONSULTATION

More barbers than ever are moving towards detailed consultations, and this is something that Carl stands behind as vital to his business model. "My first approach in a client consultation is to understand their lifestyle," he explained. "I want to know how much time they take to style their hair in the morning, what their job is, and their routine because that gives me a good understanding of what works for them.

"A common mistake people make is believing that a consultation is only at the beginning of a service, whereas for me, it goes throughout," Carl told us. "I'm constantly showing my clients their fade in the mirror, making sure that it's not too close, taking a little off the top of their head, and double-checking before cutting more. If I'm blow-drying their hair a certain way, I will talk them through the technique, so they know how to replicate this at home."

Carl added: "I want to make sure that all these dots are connected throughout the service because I don't want to take any chances or guesses when it comes to my client's hair. For me, that is why my clients come to me because they know and trust my work as a licensed professional but that all comes from the understanding I gather within the continuous consultation."

EXTRA MILE

As Carl touched on, your clients will likely walk past many barbershops before they find themselves in your chair – and a key part of keeping them in your chair is going above and beyond. "Something I've learned throughout my career is knowing the right moments to add on a little extra to someone's appointment," he told us. "For example, I have regulars who come in after a day at the office and it can be nice to say, 'Hey, you've just finished work, let me add a hot towel shave or a facial to this service for you'.

"This is something I do because I know it will calm those nerves and allow them to unwind after a stressful day. This isn't something they asked for, but I can recognize when someone would appreciate this service."

He continued, noting: "I think it's vital for barbers to recognize these cues and offer something extra because that makes someone's day. It allows you to stand out amongst the crowd. Or if someone tries out a new style, I keep sample products available in the shop so they can go home and try a new styling product for their new hair.

"Keeping a record of birthdays is important too because why not offer a birthday discount or some complimentary add-on service? This goes a long way to boosting the client experience and building long-term relationships. We need to remember as barbers, that we started with zero clients so adding a little extra and showing appreciation to your clients will only continue to foster a successful relationship."



By **ALYSSA CINK**



7 TIPS FOR HANDLING COMPLAINTS

HOW YOU DEAL WITH CRITICISM CAN IMPACT YOUR BOTTOM LINE. ACCORDING TO A POLL OF 1,000 AMERICANS COMMISSIONED BY TONI & GUY, ONE IN 10 CLIENTS HAS BEEN SO DISAPPOINTED BY A HAIRCUT, THEY'VE REFUSED TO PAY FOR IT. ONE PERCENT EVEN THREATENED TO SUE.

Here are seven ways to handle barbershop complaints with ease.

1. Don't ignore an unhappy client.

If you receive a harsh customer review, withdrawing is not the answer. Don't ignore the flustered voicemails or simply delete the inflamed comments from your Instagram post.

Harvard Business Review's study of more than 400,000 customer service-related tweets found that customers who received any kind of customer service response were willing to pay that company more. It didn't matter if the customer was happy, furious, or sad. All of them were willing to recommend a brand for at least six months after their interaction.

Takeaway: Respond to all feedback, good and bad. Engaging with even the most confrontational, difficult hair clients can positively impact their brand loyalty.

2. Respond fast.

Harvard Business Review observed that, after 20 minutes of waiting for a reply, customers saw the brand as $3 more valuable. After waiting five minutes or less, many customers were willing to pay almost $20 more (an increase of 85 percent).

Takeaway: The sooner you reply to a barber shop complaint, the more value your brand captures.

3. Stay calm.

In his book "How to Win Friends and Influence People," Dale Carnegie says customers can "hear" your smile through your voice.

So remind yourself to smile – yes, even if you can't see your client's face, and even if you don't feel like smiling. By acting happy, you'll influence your inner thoughts and change how you respond to unhappy clients.

Takeaway: Don't match an upset client's emotions. Instead, stay calm and smile.

4. Adopt HEAT.

Another trick is to adopt the HEAT model: Hear, Empathize, Apologize, and Take ownership.

First, people who feel heard, feel better. The 2020 National Customer Rage Study reported that one percent more active listening can yield 14 percent more gratitude from customers. Furthermore, one percent more empathy can yield up to 90 percent more gratitude.

So listen actively to upset clients. Use their names. Don't interrupt. Give verbal cues over the phone, like repeating information to show you're paying attention.

Takeaway: Hear and empathize.

Additionally, tell clients how sorry you are for the inconvenience or the trouble.

Don't admit fault. Do present possible solutions, set expectations, and follow through.

"BEFORE COMPLAINTS HAPPEN, SET A COMPLAINTS POLICY FOR ALL KINDS OF BARBERSHOP CONFLICTS: IN PERSON, OVER THE PHONE, AND ONLINE."

5. Rethink the refund.
In lieu of refunds, solutions like gift cards give you the opportunity to provide a stellar second experience and earn an unhappy client's loyalty. In other words, it allows you to make things right at your salon, not someone else's.
Takeaway: Instead of refunds, invite them back.

6. Learn from your mistakes.
As Carnegie writes in his book, learning from the past is way more productive–and fun–than getting defensive.
Takeaway: Never miss an opportunity to learn.

7. Set and practice your protocol.
Before complaints happen, set a complaints policy for all kinds of barbershop conflicts: in person, over the phone, and online.

Furthermore, give every customer-facing employee an opportunity to practice. Giving them pretend Google reviews or roleplaying stressful scenarios in-person keeps everyone calm and confident during real conflicts.

Make insurance part of your procedure.
If a barbershop complaint turns into something serious, like a lawsuit, make sure you have an insurance provider who's in your corner.

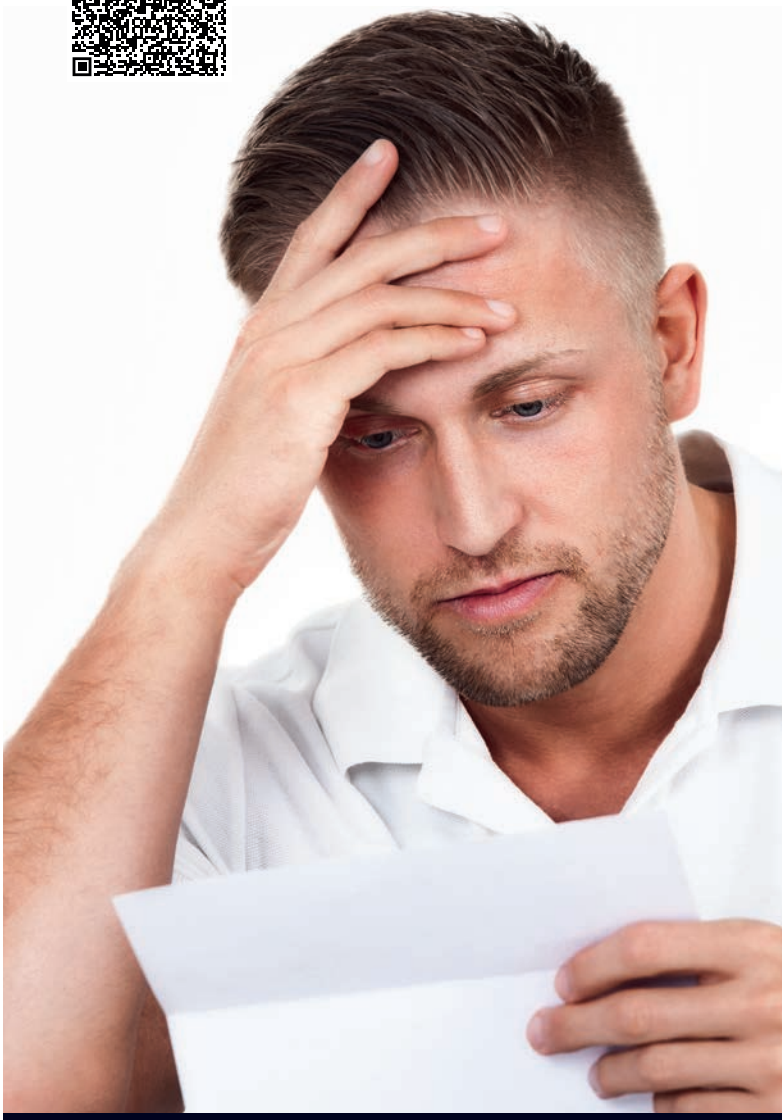
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INSURANCE

By **JOHN MOSLEY**



"WHEN THEY SEE THAT YOU'RE DEDICATED TO GROWTH AND PROFESSIONALISM, THEY'RE MORE LIKELY TO TRUST AND SUPPORT YOU, GROWING LONG-TERM LOYALTY AND REFERRALS."

GROWING POPULARITY





2025 IS THE YEAR OF GROWTH, BUT PROPER PLANNING ENSURES YOU ARE GROWING IN THE RIGHT DIRECTION. **JOHN MOSLEY**, AKA **POPULAR NOBODY** IS SOMEONE WHO KNOWS ABOUT GROWTH LIKE NOBODY ELSE, AS **NAHA** 2022 EDUCATOR OF THE YEAR, **VAGARO** PARTNER, **ANDIS** GLOBAL EDUCATOR, AND **DANDYMEN** CREATIVE DIRECTOR.



"THE BARBERING INDUSTRY IS CONSTANTLY EVOLVING, SO STAYING INFORMED ABOUT TRENDS AND INNOVATIONS IS KEY TO MAINTAINING YOUR EDGE."

Reflecting on your business performance allows you to identify missed opportunities and learn from past experiences. Starting the year with fresh ideas and a clear perspective lets you refine your strategy, focusing on what worked while making necessary adjustments. This ensures you don't waste time and energy heading in the wrong direction but instead channel your efforts into actions that drive meaningful growth.

There are several creative ways to grow your income without overextending yourself:

Retail Products

Selling grooming products is an often overlooked yet simple way to add an extra revenue stream for both individual barbers and the shop as a whole.

Barbershop Merchandise

Create and sell branded merchandise – such as hats, shirts, or accessories – to encourage clients and the local community to support your brand.

Data-Driven Insights

Invest in booking software that provides reports and analytics. Knowing metrics like your average ticket value or the source of bookings helps you make informed decisions, such as where to allocate your marketing budget for maximum return.

Technology offers endless opportunities to expand your reach and professional identity:

Social Media Audit

Review your content and align it with your desired brand image. Consistency in visuals and messaging helps establish a recognizable identity.

Educational Content Creation

Use your phone and camera to produce educational videos or tutorials. Sharing your expertise not only builds your reputation but can also open new revenue streams.

Online Marketing

Experiment with Google Ads or social media boosting to target a broader audience and bring in new clients. These tools can help you stand out in a competitive market.

The barbering industry is constantly evolving, so staying informed about trends and innovations is key to maintaining your edge. Education allows you to sharpen your skills, improve efficiency, and add new techniques to your barber bag.

Investing in yourself also demonstrates your commitment to excellence, which resonates with clients. When they see that you're dedicated to growth and professionalism, they're more likely to trust and support you, growing long-term loyalty and referrals.

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JOHN MOSLEY
Educator, Vagaro Partner, Creative Director Dandymen
@popular_nobody

MY SUPPLY GUY:

ARE YOU A ENTREPRENEUR, BRAND FOUNDER, OR INVENTOR WITH A REVOLUTIONARY BARBER PRODUCT, AND NEED HELP GETTING IT INTO THE HANDS OF THE INDUSTRY'S BEST BARBERS? WE SPOKE TO A FEW WHO HAVE FOUND SUCCESS AND MADE THEIR NAME, WITH THE HELP OF **MY SUPPLY GUY**.

RIDIN' THE ROLLERCOASTER

BORNE FROM NECESSITY, BUT HONED THROUGH PASSION, **CASSIUS'S** BARBERING SKILLS HAVE MADE A MARK ON THE ATLANTA SCENE OVER THE YEARS. BUT NOW, PEOPLE ARE TALKING ABOUT **ROLLER COASTER WAVES** – CASSIUS'S HAIR STYLING BRAND THAT IS TAKING WAVES TO HIGHER HEIGHTS.

Cassius has built a huge name for himself in barbering and grooming. Having toured with Usher for two years, having Ludacris and the Mayor of Atlanta on his client list, all whilst building a successful business – Cassius knows his craft and business like the back of his hand. But this isn't an overnight success story. In fact, Cassius's introduction to barbering can be traced back to his schooldays, as a young boy in San Diego, CA.

"I honestly started cutting hair because I needed to," Cassius told us. "I went to school in quite an affluent area, and so all the kids' parents could afford to take them to the best barbershops to get the latest style. We couldn't afford that – so I learned how to give myself great haircuts. It's funny, because when I started to get really good, kids would ask me where I went – but when I told them I did it myself, they didn't believe me! Well, until I started doing it for them – and charging."

Cassius continued cutting hair throughout his time at Clark Atlanta University, where he studied Pharmeceutical Sciences. During his time he became friends with the man that would go onto become Ludacris' Manager – which is how he managed to get Ludacris on as a client.

"That's really how I got my first break into celebrity barbering. Some of my clients have included Ludacris and T.I. – but one of my most career defining moments were whilst on tour with Usher for two years," Cassius explained. "Over those two years, I saw that Usher wasn't just an artist – he was a businessman. He had built this multifaceted brand, and it was fascinated to be

"THAT'S REALLY HOW I GOT MY FIRST BREAK INTO CELEBRITY BARBERING. SOME OF MY CLIENTS HAVE INCLUDED LUDACRIS AND T.I. – BUT ONE OF MY MOST CAREER DEFINING MOMENTS WERE WHILST ON TOUR WITH USHER FOR TWO YEARS."



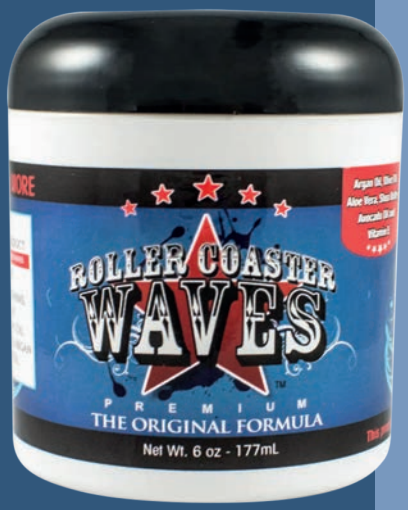






Cassius's #1's

"The number one product is the **Original**, which is a product that's more like a custard than a petroleum-based product. That's the difference between **Roller Coaster Waves** and your typical wave products. Most of the wave products are petroleum-based, which is an oil, but Roller Coaster Waves is a natural product, being based in shea butter. There are so many beneficial additives too, such as Vitamin E oil, which really strengthens the hair. Avocado oil and argan oil too, which are great for shine. Roller Coaster Waves cares for the hair, whilst providing that great look. Thats the Roller Coaster Waves difference."



a part of that brand. I mean, the time management was off the charts. But it's what made me realise that that's how I needed to really consider how I was going to progress in my career."

This is where the foundations for Roller Coaster Waves were laid.

Coasting Waves

"I was at the stage of making my products where I had a bucket from Home Depot and was just trying out formulas in it. I knew I wanted to create an elevated staple, so I was just taking my time and trying to get it right. Then one day I heard two kids outside the barbershop, and they were talking about 'rollercoaster waves.' I mean, I'd never heard that before – but I knew what they were talking about. I thought – that's it. That's the name of the brand."

From there Cassius's products have exploded across the market – with the entrepreneur even having a deal with the university where he was a former student. His products are sold and marketing at Clark Atlanta University events, and they've been a major hit.

"That's why I wanted to diversify it a little bit," Cassius noted. "I've always got my finger on the pulse of trends – because the young people who create and engage in them, that's your future market. Braids and baby hairs are becoming huge again, so it inspired me to create my new business venture, Baby Hair Hold. This is going to be launched in the summer of 2025, and women are going to love it." ▶





"THAT'S WHY I WANTED TO DIVERSIFY IT A LITTLE BIT, I'VE ALWAYS GOT MY FINGER ON THE PULSE OF TRENDS – BECAUSE THE YOUNG PEOPLE WHO CREATE AND ENGAGE IN THEM, THAT'S YOUR FUTURE MARKET."

HANDS SHAPING THE INDUSTRY

IN THE BUSTLING WORLD OF BARBERING, BOTH PRECISION AND HYGIENE ARE PARAMOUNT FOR THOSE HANDS SHAPING THE INDUSTRY. THAT'S WHY PROTECTING THOSE HANDS IS KEY... ENTER **PHOENIX NITRILE GLOVES** – THE PREMIUM SOLUTION DESIGNED TO SERVE BARBERS IN EVERY BARBERSHOP.



Gloves are often the last thought of, but the most important tool on the shelf. To protect both yourself and your clients, gloves are key to maintaining hygiene and protecting your hands – and Phoenix Nitrile Gloves, founded by Jason Bedasse AKA JB, offer you that unparalleled quality and reliability. That's why Rey Scott offers them at My Supply Guy... and why they won't stay on the shelves.

We caught up with JB and Rey to learn more about their powerhouse partnership and why these gloves have become a must-have in barbershops across the US.

Why Phoenix?

Phoenix Gloves are no ordinary disposable gloves. Manufactured with high-grade nitrile, they are designed to withstand the wear and tear of barbering tasks, from handling sharp tools to applying chemicals. They can even protect your fingers from those pesky flyaway hairs that can leave barbers with infections. The gloves are available in two thickness options – 3.2mm standard and 5.1 mm heavy-duty – these gloves provide the strength and flexibility professionals need.

"These gloves are top quality," Rey explained. "They're stronger than most, reliable, and ideal for barbers who deal with sharp instruments, chemicals, and other elements that could damage their skin."

In barbershops, gloves are more than just a barrier – they are a necessity for maintaining hygiene and protecting both barbers and clients. Whether it's guarding against cross-contamination or shielding hands from harsh chemicals, the right gloves can make all the difference.

"One of the biggest advantages of using Phoenix Gloves is durability," JB said. "You're not wasting time and money replacing gloves that tear while putting them on."

Rey jumped in, noting: "It's not only that, this durability also reduces waste and supports sustainability – which is something the industry is trying to shift towards."

Whilst Rey knows the barbering industry inside and out, JB came from a slightly different background, with the entrepreneur telling us: "Coming from being an investment banker on Wall Street, and then the food and beverage sector, has definitely been a bit of a segue. But I noticed a gap in the market for gloves that barbers could rely on. It's an industry where gloves are necessary, so I couldn't fathom why no one had supplied them the gloves that they deserve."

The Rise

Phoenix Gloves began modestly – starting in JB's garage in Atlanta, Georgia, two years ago. Rey was one of his first clients, and their collaboration has flourished since.

"It's been fantastic working with Rey," JB shared. "It's a natural fit – pun intended. We've grown together. Rey has been instrumental in bringing Phoenix Gloves to the barbering market, providing invaluable market insights and ensuring we maintain high quality and competitive pricing."

For Rey, the decision to stock Phoenix Gloves was an easy one.

"They flew off the shelves as soon as we started carrying them. Barbers know they can trust these gloves to perform under the toughest conditions," he said.

The response to Phoenix Gloves has been overwhelmingly positive. "We supply barbershops, salons, and individual professionals who rely on these gloves daily," Rey said. "The heavy-duty option, in particular, has become our flagship product."

For JB, seeing the impact of his gloves on the industry has been deeply rewarding. "It's magical to witness growth in a completely new sector. We're committed to continuing to meet the demand as Rey expands our reach throughout the industry." •

"THESE GLOVES ARE RELIABLE, AND IDEAL FOR BARBERS WHO DEAL WITH SHARP INSTRUMENTS, CHEMICALS, AND OTHER ELEMENTS THAT COULD DAMAGE THEIR SKIN."













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Barber of Hells Bottom, featured in BarberEVO North America #4

Interiors



BARBER OF HELLS BOTTOM

Location//
Washington, DC

Furniture// Takara Belmont + Vintage

Booking Software//
Aura Salonware

Products //
Uppercut

BARBERSHOP OF THE EDITION

Let Style Take a Seat

Photography// Josh Beech.@joshbeech



FOR **BUFFALO CO**, AN ELEVATED SPACE ISN'T JUST ABOUT AESTHETICS – IT'S ABOUT CRAFTING AN ENVIRONMENT THAT FEELS WELCOMING, WHERE EVERY DETAIL MATTERS. AT THE HEART OF THEIR CAREFULLY CURATED INTERIORS ARE **KELLER** CHAIRS, KNOWN FOR THEIR UNMATCHED COMFORT, DURABILITY, AND SLEEK DESIGN.



EST// 2022
Location// Tennessee
Furniture// Keller
Brands// Kevin Murphy
Stations// 7

"WE KEPT THE BRICK EXPOSED AND THE CEMENT FLOOR BUT AIMED TO WARM UP THE SPACE WITH THE DÉCOR."



buffaloco.co

"We've been open in our new space in Tennessee for almost two years now," Jessica told us. "We were approached with the opportunity to check out this Columbia Arts Building, and we just loved the space. It's a historic building, much like the historical shopping center our Temecula location is in. We weren't even looking for another location, but we realized we couldn't miss this opportunity.

"We were drawn to the history of the building, but from a design element we loved the big windows that provided so much natural light," she continued. "The space is smaller than our other location, with seven chairs, but we continued the hybrid salon and barbershop concept like our original location. We wanted our interiors to reflect that welcoming environment that we provide and for our barber and salon clients to feel at home and comfortable in the space."

Looking at the interiors of Buffalo Co, you can see that Jessica and Travis highlighted the industrial space of the Columbia Arts Building by enhancing their surroundings. The historic building was built in the 1920s and used as a warehouse and grocery distributor for the area. ▶



"WE CAME ACROSS THE **KELLER** CHAIRS BECAUSE WE HAD A SPECIFIC VISION OF A STREAMLINED, SIMPLE, BUT MODERN BARBER CHAIR WHICH MADE IT EASIER TO PIN DOWN."



"WE OPTED FOR **KELLER** BECAUSE WE HAD TO MAKE SURE THE CHAIRS PROVIDED A GENDER-NEUTRAL FUNCTION."

In contrast, now it serves as a community hub for the local art scene of the Columbia Arts District. "The history is so rich and it's just such a cool building that we wanted to embrace the aesthetic," Jessica explained. "We kept the brick exposed and the cement floor but aimed to warm up the space with the décor. It's a similar vibe to our other shop, but a slightly different aesthetic."

And one of the ways Jessica and Travis made their space stand out? Their Keller Maverick barber chairs. "Because the space is so light and bright, we thought that adding a little moodiness with the black Keller chairs was a great addition," Jessica told us. "We wanted that little bit of drama which the chairs provide. We opted for Keller because we had to make sure the chairs provide a gender-neutral function, where our barber clients are happy, but our salon clients are happy to sit there for hours for a color or extensions service too. The Maverick was the perfect choice for that."

Jessica continued, noting: "We came across the Keller chairs because we had a specific vision of a streamlined, simple, but modern barber chair which made it easier to pin down. We didn't want anything clunky or oversized for our space, as it is smaller, so we wanted to maximize the space for the stations.

"The chairs are still relatively new, but two years on, the quality and condition of the chairs is excellent. I've been very happy with the chairs so far, and our clients enjoy the comfort that they provide as well. The process to get these chairs couldn't have been easier," Jessica enthused. "It was a straightforward process, and the delivery was smooth and fast. The orders were shipped so quickly, and genuinely, the entire process was just as smooth as it possibly could be."

You can immediately tell that all the details at Buffalo Co were hand-selected with the same level of care as the chairs, with every corner of the space thought out. "For the stations, we wanted to go for a warm-toned wood and have them lower to the ground to create a modern look," Jessica explained. "The round mirrors at the stations add a modern look and a contrast to the large rectangular windows. We have small touches dotted throughout the space too; like the guitars on the wall to add some personality to the space.

"Because of all the natural light we get in the salon, I added plenty of plants as I know they will thrive in that environment. Adding some greenery to the space continues to enhance the salon, providing a clean and relaxing environment – plus I'm a huge plant lover so that's just an excuse for me!" •





"BECAUSE THE SPACE IS SO LIGHT AND BRIGHT, WE THOUGHT THAT ADDING A LITTLE MOODINESS WITH THE BLACK **KELLER** CHAIRS WAS A GREAT ADDITION."





R.W. Wolf Barbers

IN THE HEART OF LONDON, WHERE TRADITION MEETS MODERNITY, **R.W. WOLF BARBERS** ARE A TRAILBLAZER IN THE BARBERING WORLD, TAKING HOME THE COVETED TITLES OF **WAHL UK'S BRITISH BARBERSHOP OF THE YEAR 2024** AND **FELLOWSHIP FOR BRITISH HAIRDRESSING BARBER BUSINESS OF THE YEAR**– A TESTAMENT TO THEIR UNWAVERING COMMITMENT TO EXCELLENCE.

From humble beginnings to national recognition, barbering is in **Mustafa Ismail's** blood – which comes as no surprise due to the successes he has encountered. "I'm four generations in the game," he told us. "Our family legacy in barbering spans up to 150 years. My great-grandad, grandad, my dad, my brother, and myself. I was born into this industry."

And this legacy stands strong, having taken home the coveted title of Wahl UK's British Barbershop of the Year 2024. "All of my life I've used Wahl Professional tools, and not just the fact that I use the brand, but they also appreciate my view on the products," Mustafa told us. "Before they even launched products, I was always one of the first barbers to have it which I appreciate so much. They have been a really kind brand to us, and we work really well together. I love their products, and their new tool, the 5-Star Vapor Clipper is amazing. Each launch, they manage to out-do themselves and produce something better than before – which you wouldn't even think is possible!"

Mustafa founded R.W. Wolf in 2019, after a successful span growing Ted's Grooming Room alongside his past client, Ted Baker, into the renowned chain it is known as today. Today, R.W. Wolf Barbers is more than just a barbershop; it's an institution that redefines the client experience. With an emphasis on precision, artistry, and innovation, the team has cultivated a loyal following and a reputation for delivering world-class grooming.

Despite only launching R.W. Wolf a few years ago, Mustafa has had over 30 years of experience in the industry and launched numerous barbershops over the years. "I had a shop in Holborn about three decades ago that was really busy," he explained. "We were one of the first shops at this time doing the traditional Turkish fades and shaves, but due to the AIDS crisis this had to be stopped. This prompted barbershops in the area focus solely on haircutting instead of that shave experience. Years later, I was one of the first to be able to relaunch shaving services, in a professional and safe way."







EST// 1875

Location//
London, England

Furniture//
Takara Belmont

Brands// Daimon Barber

With such a rich background in this industry, it's no surprise that Mustafa has a very clear vision of how he wants his business to run. "To be honest with you, people find my approach very interesting, but my attitude is to make my barbershops a place that I would go myself," he told us. "I expect it to be clean, to have the best staff who are happy in their jobs, good music and atmosphere. These things are very important to me."

For other business owners, having extra amenities or finishing touches in the barbershop might seem excessive but for the R.W. Wolf team; it's commonplace. "Some people come into the shop, and they're surprised that we have disposable toothbrushes and aftershave in the bathrooms."

"I like to have these additional touches because when you go and get your hair cut, you walk out with a pep in your step. If I've had my haircut, I'll brush my teeth, put on a bit of aftershave and generally have a clean-up. These are just my personal methods to enhance the experience and win over the clientele. I don't see this as a complicated approach, I think you must have a passion for your business to have these little extras. That's the problem with the industry because big investors buy over barbershop chains, and it fails because the love and soul behind the brand is lost."

And just like his ethos for the shop, Mustafa had just as clear a vision for the interior design. "The shop is completely my design, and we have some really exciting updates to come," Mustafa told us. "I was one of the first people to add red barber chairs to their shop design, as every barbershop had black chairs. Now, I see so many shops with red chairs, I'm changing it up again.

"The previous model of chair I was buying became the biggest seller at Takara Belmont. Now, there is a specific chair model that Takara Belmont have never sold out of Japan, but we have just done a deal and R.W. Wolf will be the only place outside of the country with that model. It's a very nice gesture, and will be extremely unique," Mustafa added. "I love Takara Belmont, and I will never use another chair brand now."

One of the most unique things about is their mural, inspired by Mustafa's own family legacy. "This history is what inspired the name R.W. Wolf because my grandad was one of the first barbers in our family 150 years ago, and his nickname was 'The Wolf'. The R.W. stands for 'red' and 'white' as an homage to the traditional barber's pole," he explained. "I tried to combine the two in that manner, and I think this mural is a beautiful and artistic way to recognise this."

And just like every other aspect of the barbershops, Mustafa has a well-thought approach to the products he uses in each R.W. Wolf location. "I noticed a problem where a lot of male grooming products were not well made or consistent," he told us. "We are using Daimon Barber products now, and we really like them. I can't wait to see what they are going to do with the brand and where they will grow to in the next six months or so."







Design & Layout

TRADITIONAL

EST// 2017
Location// Illinois
Furniture// Koken/Vintage
Brands// Suavecito & Gorilla
Stations// 4

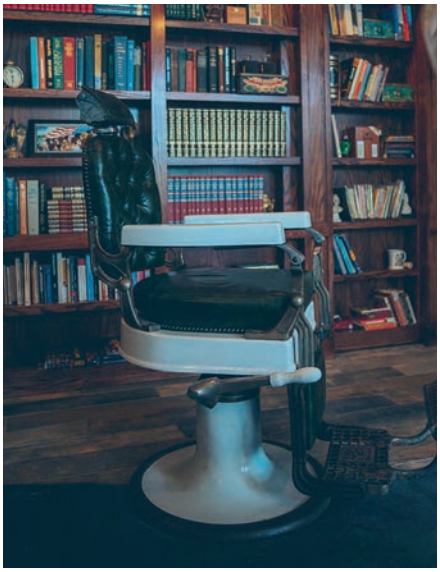
Hano Henry Gentlemen's Barbershop



EVERYWHERE YOU LOOK IN **HANO HENRY BARBERSHOP** YOU WILL FIND ANOTHER CURIOSITY, PAINSTAKINGLY COLLECTED BY OWNER **ALEX ARREGUIN** OVER MANY YEARS.

With Koken chairs and vintage Gilette memorabilia dotted around showcasing a stunning homage to the traditional barbershop. "All the chairs and the antiques you see now I had for years, I collected them because I knew one day I would have my own shop and wanted it to be classic," Alex explained. "I opened in June 2017. It was just the case of putting my collection in all the right places."

Adding to the old glamor of Hano Henry Barbershop, Alex installed a secret VIP space hidden behind a bookshelf – The Green Room. "I always wanted a room for VIP clients who want a space to get away and it will be a space for a higher service. I have lockers back there and there will be exclusive tools and options available for the gentlemen who get involved."



"ALL THE CHAIRS AND THE ANTIQUES YOU SEE NOW I HAD FOR YEARS, I COLLECTED THEM BECAUSE I KNEW ONE DAY I WOULD HAVE MY OWN SHOP AND WANTED IT TO BE CLASSIC."

EST// 2019
Location// Denver, CO
Furniture// Takara Belmont
Brands// STMNT, WahlPRO
Stations// 4

Barber Theory



IN THE CITY OF DENVER, COLORADO, **BARBER THEORY** STANDS AS A TESTAMENT TO THE FUSION OF ARTISTRY AND BARBERING. FOUNDED BY **JOHN CARMONA** AND HIS PARTNER **ERIC FULLER**, THE ESTABLISHMENT WAS BORNE FROM A DESIRE TO CULTIVATE A SPACE WHERE CREATIVITY COULD FLOURISH.







In the heart of Denver, Colorado, **Barber Theory** has redefined what a barbershop can be. With its sleek design and innovative approach, the shop goes beyond haircuts to offer an experience rooted in creativity and individuality. After years of working in traditional barbershops, founders John Carmona and his business partner, Eric felt there was a space in the industry.

"My business partner, Eric, and I opened Barber Theory because we felt the need for a space where we could truly be creative and authentic," he told us. "While the barbershops we worked in before were filled with talented barbers, the focus was mostly on cutting hair, with little emphasis on personal growth or innovation. We wanted to create a shop where individuals could express themselves freely and focus on honing their craft.

"At Barber Theory, we emphasize creating a safe, inclusive environment where learning is encouraged and embraced. Our minimalist aesthetic ensures that the focus remains on the hair and the client, making the experience truly personal and impactful."

Since its opening on July 3, 2019, the journey has not been without challenges, but John noted it had been incredibly rewarding, sharing that the space had become a source of pride, where both his team and clients have space to grow and elevate.

Minimalist Design with Artistic Flair

Barber Theory's interior is a masterclass in minimalist design, serving as a blank canvas for the vibrant expressions crafted within. The space is entirely white – from walls to ceilings to chairs – creating a serene backdrop that allows for the artistry of each haircut to take centre stage.

"We wanted to strip away all distractions," John explained. "When clients sit in the chair, we want the focus to be on them and the haircut. The simplicity of the space helps us think clearly and deliver exceptional work."

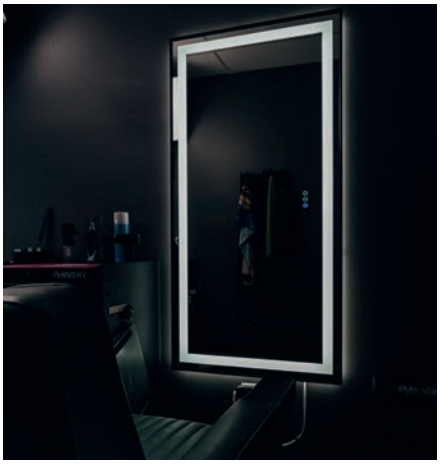
This monochromatic palette is punctuated by natural light, enhancing the airy and open atmosphere. But, contrasting the minimalist interior, Barber Theory boldly incorporates color through its services.

By unifying their minimalist aesthetic with vibrant services and a genuine commitment to community, Barber Theory is redefining the modern barbershop experience – with John adding, "I always say to be true to yourself, but never be afraid to color outside the lines. The streets are your gallery – so, make your mark."

"WE EMPHASIZE CREATING A SAFE, INCLUSIVE ENVIRONMENT WHERE LEARNING IS ENCOURAGED AND EMBRACED."



SmittyBlendz



EST// 2024 **Location//** Vero Beach, FL **Furniture//** Keller **Brands//** BabylissPRO **Stations//** 1

IN THE BARBERING WORLD, WE'RE SEEING A SHIFT FROM SHOP TO STUDIO. BUT WHILST THIS HAS BENEFITS, IT MEANS YOU'LL HAVE LESS SPACE. THAT'S WHY WE'VE SAT DOWN WITH **JUSTIN SMITH** TO FIND OUT JUST HOW HE MAXIMIZED HIS SPACE...

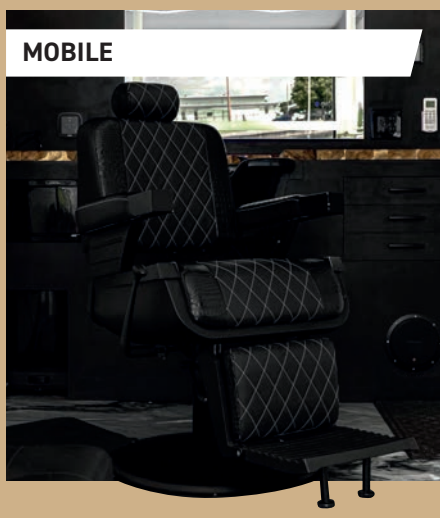
Passion is at the heart of this industry – and for **Justin Smith**, AKA **SmittyBlendz** his two passions go hand-in-hand. The barber and photographer, who works out of his studio in Vero Beach, FL, works each day to ensure every client leaves feeling their best, whilst creating content for his fellow barbers to enjoy.

"From the beginning, my goal was to create a space where the client was the focal point. I avoided ceiling lights, opting instead for client-focused soft-box lighting. This choice ensures the client is well-illuminated without harshness, creating a comfortable environment, while maintaining the versatility needed for professional-quality photos and videos. Every detail of the studio reflects my journey and passion, combining functionality with a calming, client-centered environment."

SmittyBlendz's intimate studio is kept 'intentionally minimalist' to create a calm and relaxing environment for his client's, which is of prime importance to the barber. He added: "Maximizing space in a small studio required a lot of thoughtful organization and a focus on functionality. I've kept counter clutter to a minimum by wall-mounting the mirrors, lights, and TV. The mirror on the back wall adds to the sense of openness, making the studio feel larger than it is."

"I also created a designated corner for clients to store their personal items which helps maintain an open and tidy space. I've been able to create a clean, comfortable, and welcoming atmosphere for my clients," Justin noted.

Gentleman Joe's



IN FLORIDA, THE YOUNG BARBER **JOE KELLY** IS ALL ABOUT MAKING IT MOBILE. WITH BARBERSHOP IN HIS TRAILER, ATTACHED TO HIS TRUCK – HE TRAVELS ACROSS THE COUNTRY SHARING HIS CRAFT. WE SAT DOWN WITH JOE TO LEARN JUST HOW HE DOES IT...

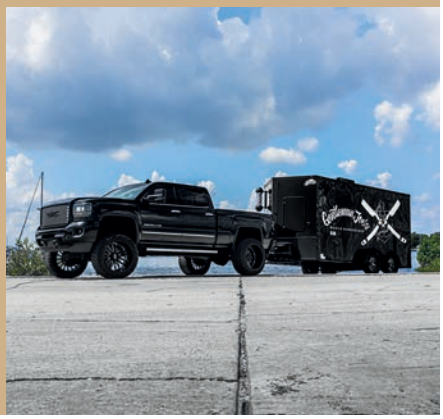
EST// 2024 **Location//** Florida **Furniture//** Custom **Brands//** Andis, Wahl Pro

Floridian former Royal Navy helicopter mechanic, Joe Kelly has built his booming barbershop into a nationwide phenomenon. Joe has made his mission to serve his community through his craft, which has helped him stand out among his peers, even making it onto the local news. Well, that and the fact his barbershop is held in a small trailer, often seen attached to his pickup truck. Seamlessly balancing utility and sophistication, Joe wanted the design and layout to be everything that the modern barber could need, without clutter.

"I didn't want people to feel like they were walking into a trailer," he explained. "I wanted it to be an actual experience where clients walk in and go, 'Wow.'" To achieve this, the trailer was fitted with high-end amenities, including a towel warmer, hot lather machine, and premium sound system. These features ensure clients receive the same level of service as they would in a high-quality shop. Aesthetically however, Joe wanted it to be kept simple: "It's clean, it's nice. There's alligator leather on the chairs, but it's not tacky – it's sleek. I just think simplicity is key to everything, so my greatest piece of advice is don't overthink it or overcomplicate it."

With his own mobile barbershop thriving, he's now focused on helping others embrace the mobile barbering model through his business, Titan Mobile Trailers.

"I want to help other barbers who want to go mobile. It's not just about building trailers – it's about helping them build a business. I've been through the trial and error. I know what works and what doesn't, and can help others embark on their own mobile journey!"





EST// 2019

Location// Weston-Super-Mare, UK

Furniture// Salons Direct

Brands// Uppercut Deluxe

Lucky Sevens

ALL THE WAY ACROSS THE POND, IN WESTON-SUPER-MARE, UK, THERE IS A BARBERSHOP WHERE OLD-SCHOOL AMERICAN BARBERSHOPS ARE THE ULTIMATE REFERENCE... BUT WITH A TWIST. AT **LUCKY SEVENS, CHARLIE VENN** HAS BROUGHT A POP OF COLOR, AND A TOUCH OF VINTAGE KITSCH, TO THE SEASIDE TOWN – AS WELL AS OFFERING A BRILLIANT CUT.

With Charlie Venn having already become a staple in the UK barbering scene over his 11-year career, it's no surprise that his barbershop has also become a beacon of creativity. Charlie's barbershop, Lucky Sevens, is at the heart of English seaside town, Weston-Super-Mare, and draws a lot of attention, with the team at Lucky Sevens used to constant walk ins and questions from passers-by. And whilst Charlie and the Lucky Seven's team have a nationwide reputation for their skill – it's the decor that helps draw clients in.

"Our interior is heavily influenced by the old school American traditional barbershops, with checkerboard floor and brightly painted walls, adorned with all sorts of things we have collected over the years – it's as if all of owner my many interests have exploded all over the shop. We love this little eclectic shop of laughter and creativity," Charlie has said.

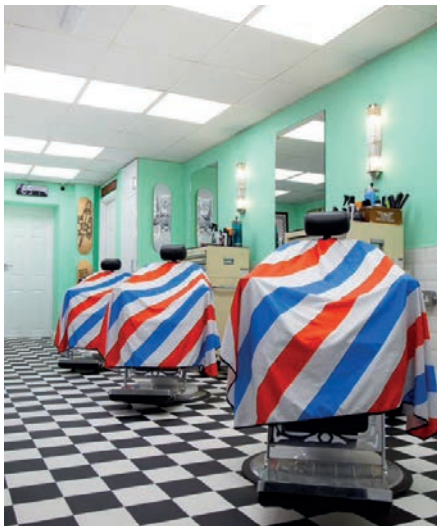
Much like the decor, Charlie's passion in barbering lies in old school, classic styles. It's this niche that has helped the barber connect with a number of industry leading brands, becoming an Ambassador for Uppercut deluxe, Matakki Scissors, and Barber Blades UK – as well as working with many more. With Charlie's keen knowledge of the industry and perpetual efforts to make the barbering world better – he used his past experiences to create his barbershop, which he knows can cater to virtually anyone.

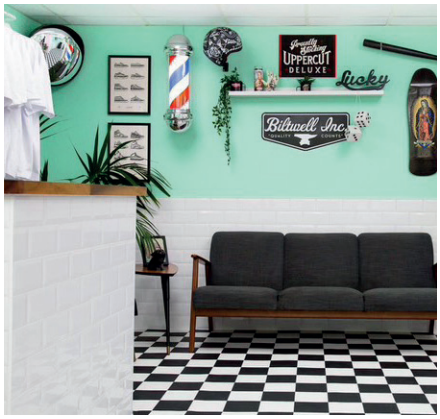
"We are a modern, fully inclusive barbershop catering to anyone and everyone, and we pride ourselves on delivering haircuts to the highest standard, tailored to the individual and their lifestyle. Our experienced barbers take the time to understand your hair needs, ensuring you leave looking and feeling your best. Whether you are after a traditional pompadour or modern mullet, we've got you covered," he said.

Charli continued, adding: "Beyond the haircuts, we strive to create a relaxed, friendly atmosphere to ensure everyone who walks through our door feels comfortable, and if they are carrying a heavy mental load, can leave feeling a little bit lighter."

Charlie's goal was always to open his own shop, and though the style of Lucky Sevens is what he envisioned, Charlie wants it to evolve with his own interests and trends over time. "The shop is ever evolving with new styles, services and decor to keep up with trends," he said."I take a lot of trend inspiration from social media. It's definitely an integral part of the industry nowadays as well as a massive source of creativity for me."

"OUR INTERIOR IS HEAVILY INFLUENCED BY THE OLD SCHOOL AMERICAN TRADITIONAL BARBERSHOPS, WITH CHECKERBOARD FLOOR AND BRIGHTLY PAINTED WALLS."





The Collins Edit

IN OUR FIRST EDITION OF 2025, WE THOUGHT WE'D ROUND UP SOME OF OUR FAVORITE BARBERSHOPS THAT WE VISITED LAST YEAR, ALL BOASTING OF FURNITURE FROM OUR FRIENDS AT **COLLINS**. LET'S TAKE A LOOK BACK AT OUR TOP FOUR OF 2024... WELCOME TO THE COLLINS EDIT.

SkillzKutz
@skillzkutzbarbershop

SkillzKutz has been flourishing in Ashburn, Loudon County, Virginia – becoming a hub for the community that they serve. In the suburban town that they call home, SkillzKutz has become the go-to barbershop, with the shop hosting barbers that can do everything from fades to locs.

Having built an entire SkillzKutz community in Ashburn, Loudon County, Virginia who come to the barbershop for a high-quality, relaxing service – comfort was key for Kim. "Everything is considered. Even our barber chairs – it took us a while to find ones that we loved, but when we found Collins, we knew they were the ones. Our clientele loves them, because they not only feel sturdy, but they're also comfortable."





The Barber Studio
@thebarberstudioteam

The Barber Studio, NYC, maintains a sleek, professional feel with a no fuss atmosphere making it the ultimate place for grooming. "We chose the shop aesthetic to fit the name 'Barber Studio'," explained master barber at the shop, Sarah Spencer. "We chose Collins chairs for the overall look. The client is our canvas so essentially the barber chair is our easel, we had to get a chair that was reliable and one that maintains our studio aesthetic.

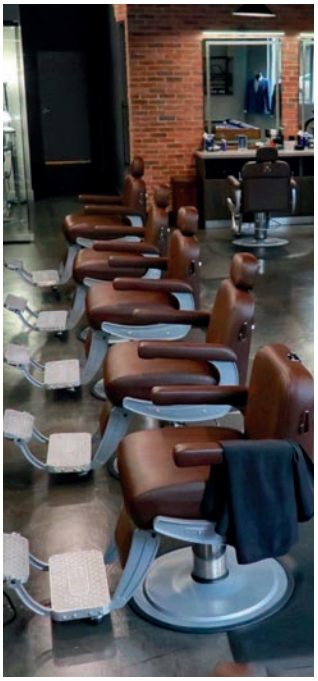
"What drew us to Collins furniture was the touches of silver detail on the armrests and levers and the simple black leather pattern. They're big and comfortable and perfectly fit our space. It was a no brainer, top of the line chairs for a top-of-the-line barbershop."

Sarah added: "They're so easy to lean back and comfortable for face shaves and haircuts. I'd say probably 75% of our clients fall asleep during their cuts. We bought the Collins B70B blacked-out cobalt Omega barber chairs and love the way they look."

Jaxson Maximus
@jaxsonmaximus

Jaxson Maximus – the Miami-based one-stop shop for barbering, grooming, tailoring…and, well, a great time. The concept men's salon has exploded onto the Miami scene, as a place for men to kick back in a sleek Collins chair and have a drink, whilst getting all their grooming (and tailoring) needs catered for.

Tiffany Russo, Director of Operations at Jaxson Maximus, notes that the Jaxson Maximus aesthetic is key. "We have that masculine, luxury look – but it's not too corporate, so you know you can relax after a hard day in the office. We have really cool looking, super comfortable, sturdy chairs from Collins – which have actually lasted us five years, and they're in perfect condition – that really add to this look."



Bazooka Charlies
@bazookacharlies

Unapologetically American – that's how Justin Goehring describes his Texas-based barbershop franchise, Bazooka Charlie's Barber Co. Borne from pure perseverance and all-American resilience, Bazooka Charlie's truly embodies the spirit of their war-hero namesake.

After initially building out his Bazooka Charlie's barbershops with another brand, Justin realized how poor the functionality level was within his barbershops. Fortunately, he stumbled upon Collins' Salon & Barbershop Equipment.



He said: "It was like going from driving a Chevy to an Audi. You feel the difference. Especially with our Collins chairs, we have the Blacked-out Cobalt Omega Barber Chair – and there is no comparison. For us Americans – you know we love a bigger, comfier seat. It's like a tank!"

INTERIORS

TAKARA BELMONT
Dainty
store.takarabelmont.com





MINERVA
Marvy Barber Pole
$766.95, minervabeauty.com



COLLINS
Commander Premium Barber Chair
collins.co



KELLER
Barrel Barber Chair
$999.00, keller4salon.com

collins

CRAFTED IN THE USA

BUILT FOR YOU

COLLINS.CO

Upgrade your barber shop with chairs that work as hard as you do. Proudly made in the USA, our barber chairs are made-to-order with unmatched craftsmanship. Tailored to meet your needs and style.

#COLLINSCRAFTED

#IMPROVE ALWAYS



AT **FLOYD'S 99 BARBERSHOPS**, AT THE CORE OF PROVIDING A GREAT EXPERIENCE FOR EACH INDIVIDUAL THAT COMES THROUGH THE DOORS, IS THE CARE AND ATTENTION PUT INTO INITIAL AND CONTINUING EDUCATION AND SKILL DEVELOPMENT WITHIN THE COMPANY. WE SPEAK TO **SARAH KLINGENSMITH, SR**. DIRECTOR, OPERATING AND TRAINING SUPPORT, TO FIND OUT MORE.

Somewhat ironically, it was during her time spent in college that set Sarah on a different path into the barbering and cosmetology world, ultimately finding her love and passion for education. "I found myself bored with my college classes. My classes were spread out throughout the day, which made finding a part-time job difficult. I have a strong desire to feel value in everything I do, and one day the idea to go to Cosmetology school popped into my head. I have always been interested in all things beauty and grooming so it seemed like it would bring value to my life.

"I realized it was my passion shortly after beginning school. I immersed myself in school during the day and worked six days a week in the evenings, assisting with shampoos, mixing color, and watching everyone work. It was incredibly inspiring seeing everyone's individual style of cutting and the finished result. From then on, I knew I was in the right place."

After finding her passion in the barbering and cosmetology world, Sarah soon found her passion for education too. In fact, she was working as an educator and account manager for an international color and product brand when she was introduced to Floyd's – who was one of her main accounts. "I led their integration into using our color line along with my amazing team and supported them with ongoing education classes. I loved that a barbershop focused on offering a full range of services for anyone who walked in the door. Cuts, color, shaves, waxing, you name it. How cool is that?!?"

Sarah continued: "Floyd's was so much more than the typical barbershop. I loved the concept. I also saw how dedicated Floyd's was to Stylist and Barber education (we employ both!). In our industry, education is expected, and Floyd's certainly delivered. I partnered with the Floyd's team to design a full range of classes to fit their unique needs. I also saw that Floyd's allowed their Stylists and Barbers to truly be themselves."

"WHAT I LOVE ABOUT OUR PROGRAM, IS THAT WE DON'T FORCE YOU TO CUT, SHAVE OR COLOR A CERTAIN WAY. WE ALLOW OUR TEAM MEMBERS TO BE INDIVIDUALS WHILE PROVIDING THEM THE TOOLS AND KNOWLEDGE TO #IMPROVEALWAYS, ONE OF OUR CORE VALUES."







Since joining the Floyd's team, Sarah's role has evolved, and she says: "in the best way!"

Another integral piece of Sarah's role involves client experience and ensuring that the service standards that Floyd's is well known for are upheld.

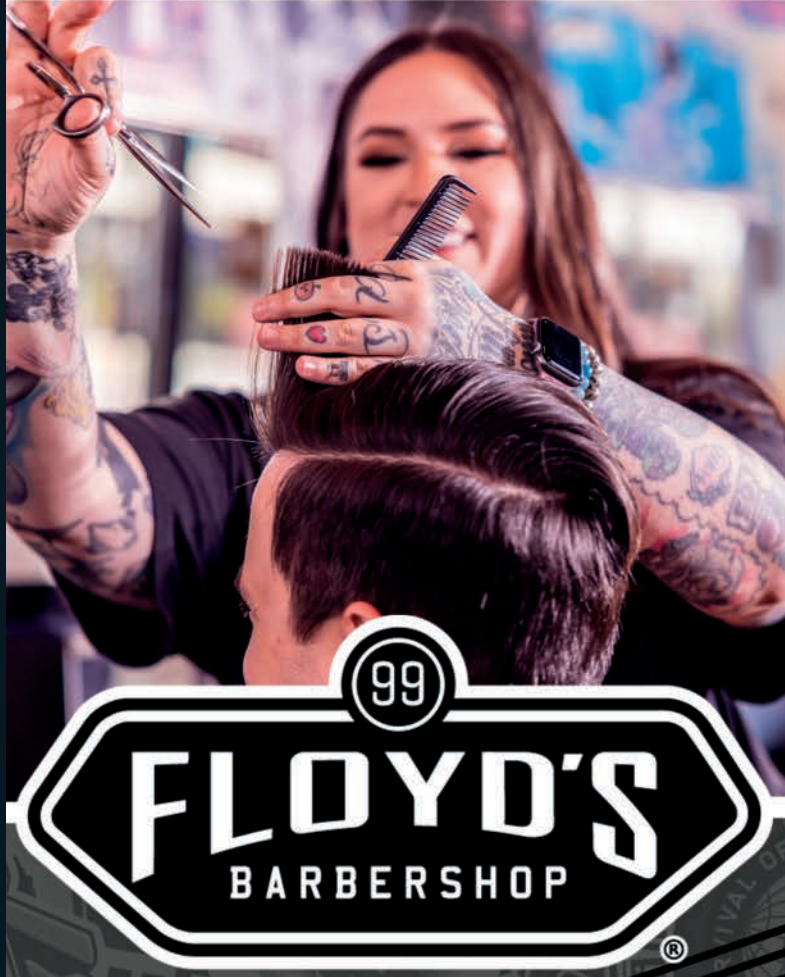
"Initially, I led our technical training and operations teams in designing and delivering education to Floyd's shops across the country. I've since added our Client Experience function to my team to provide full circle support to all our shops in providing an amplified experience to our clients, from the time they step in the door, to the moment they leave."

But for Sarah, one of the behind-the-scene things that most effectively leads to a great client experience? Education. She said: "At Floyd's, our approach to education is comprehensive, which I believe makes us truly unique. We train on providing a great client experience, efficient operations and a great technical service. It's the total package.

"We start by developing our training strategy for the year that supports our business and then we move forward from there. Many of our competitors do that for new hire onboarding but fail to take it a step further by supporting stylists and barbers throughout their lifecycle with the brand. We focus on keeping our team members motivated and inspired to do their best. Our training program takes you on a journey of foundational education support in Floyd's brand and methodologies, and then evolves into ongoing training to continue the momentum.

"At Floyd's, we support all learning types and have a range of video, virtual and live trainings. To provide this support, I have a training team of about 45 people. Our Technical Leads focus on evaluating potential new hires and providing them with a great onboarding experience. My Regional Educators execute Floyd's Academy classes in their markets, and my full-time education team plans, strategizes and executes leadership and franchise trainings in addition to supporting our Technical Leads and Regional educators with professional development."

At Floyd's, the education never ends. Meaning they have a team goal to #improvealways. "Our employees have access to a range of classes. We provide foundational, intermediate and advanced training to support our employees throughout their journey with us. What I love about our program, is that we don't force you to cut, shave or color a certain way. We allow our team members to be individuals while providing them the tools and knowledge to #improvealways, one of our core values. We also pay our team members to attend classes, something that is rare in the industry these days."


99
FLOYD'S
BARBERSHOP
Level Up
YOUR CAREER
Ready for a career upgrade? At Floyd's, we offer more than just a paycheck. You will get:
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+ Unique/Welcoming Culture
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HAIR CARE



WHEN IT COMES TO BARBERING, HAIRCARE IS MORE THAN JUST A SERVICE – IT'S THE FOUNDATION OF EVERY GREAT CUT, STYLE, AND CLIENT EXPERIENCE. HERE, WE SPEAK TO LEADERS IN THE INDUSTRY ABOUT HOW THEY ARE ELEVATING THEIR OFFERINGS BY EMPHASIZING PROFESSIONAL-GRADE HAIRCARE.

ROOTED IN CARE



IN THE WORLD OF BARBERING, IT'S NO LONGER JUST ABOUT FRESH FADES AND PRECISION CUTS AS CLIENTS WANT THEIR BARBER TO ENSURE HEALTHY, VIBRANT HAIR. **STMNT GROOMING** AND **WAHL PROFESSIONAL** AMBASSADOR, **BRITTANY CALZADA**, KNOWS THAT HAIRCARE IS THE FOUNDATION OF A GREAT HAIRCUT.

"My passion for all things hair began in high school," Brittany told us. "I started by cutting my hair, which quickly turned into cutting my friends' hair. I worked in a salon for three years but realized I wasn't thrilled. When I switched to barbering, I immediately fell in love and have been dedicated to it for the last seven years."

After finding her calling in the barbering industry, Brittany quickly rose and became a star in her own right, with the opportunity to work alongside prestigious brands. For her, haircare starts at the consultation. "The first step is assessing the hair type – its density, texture, and overall condition," she told us. "For example, fine hair requires lightweight products to avoid weighing it down, while dense or coarse hair might need more powerful tools to ensure a smooth, clean cut. Tailoring your approach to the hair type is key to achieving great results, especially when selecting styling or haircare products."

For men, hair health is not always a top priority, however, reducing the chases and appearance of hair loss, definitely is. But most of the time, proper hair care and hair loss are not seen as connected, however, in many cases, they can be. Product can build-up in hair follicles and stop growth, over styling can cause hair to break and frizz, and things like wearing the hair up in a ponytail or 'man-bun' can damage the hair line, increasing the appearance of a retreating hairline. These are all reasons why you, as a hair professional need to educate your clients.

One of the most important ways to help your clients keep their hair fresh and healthy between scheduled appointments is building an at-home haircare regimen. "To maintain hair health between appointments, I recommend investing in a quality shampoo that is free from harmful ingredients like sulfates and parabens, which dry out the hair and can make it brittle," Brittany explained. "My top picks for a product like this are the STMNT Shampoo or STMNT All-in-One Cleanser to keep your hair clean and to stop product build-up between appointments.

"When it comes to conditioning, it's important to look for products enriched with natural oils and proteins that nourish, strengthen, and hydrate the hair. The STMNT Conditioner is the perfect addition to a hair care routine with its moisturizing formula with activated charcoal and menthol to protect and restore shine. Consistent use of these products, along with the right styling tools, can keep hair looking and feeling its best." ▶

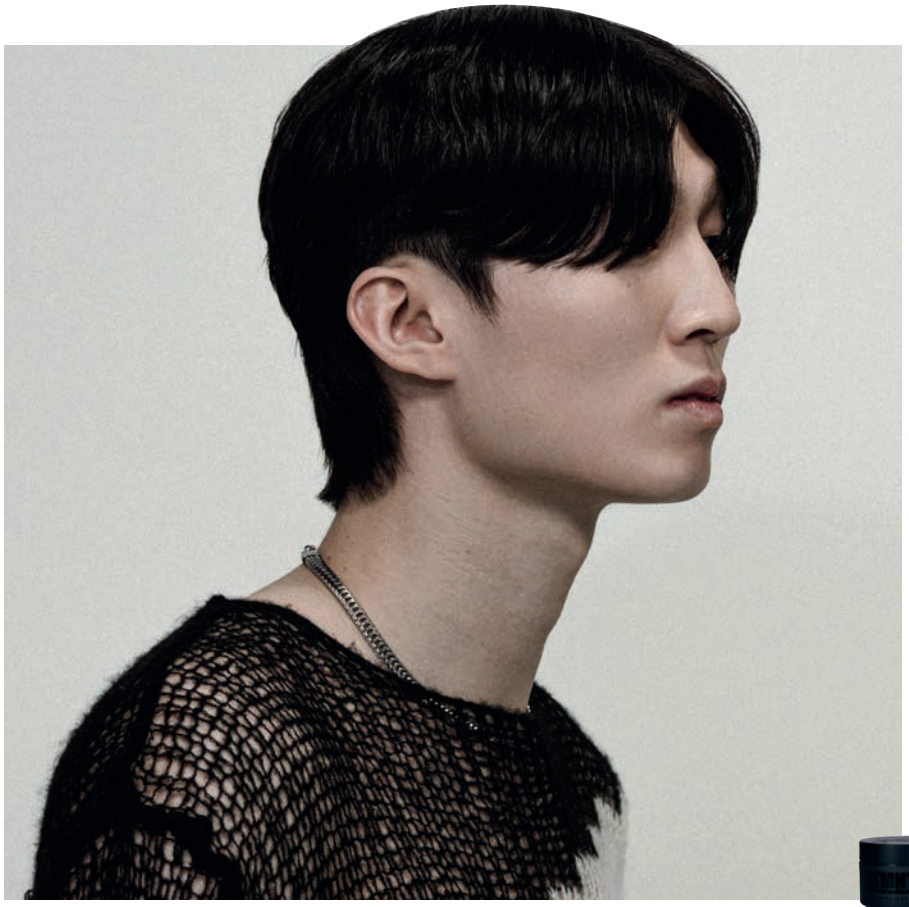


"MY TOP PICKS FOR A PRODUCT LIKE THIS ARE THE **STMNT SHAMPOO** OR **STMNT ALL-IN-ONE CLEANSER** TO KEEP YOUR HAIR CLEAN AND TO STOP PRODUCT BUILD-UP BETWEEN APPOINTMENTS."

And in addition to the products you, as a barber use behind the chair, or your client uses at home, quality tools are equally important. Using exceptional tools is vital for every barber to ensure they provide the best service for their clients, but it also plays a part in hair health. "Using the best grooming products and professional grade tools works in tandem to enhance your client's hair health," Brittany told us. "First-class tools like Wahl Professional are essential because they allow you to work efficiently and deliver precise results, but proper tool maintenance also needs to be considered for your clients too."

"FIRST-CLASS TOOLS LIKE **WAHL PROFESSIONAL** ARE ESSENTIAL BECAUSE THEY ALLOW YOU TO WORK EFFICIENTLY AND DELIVER PRECISE RESULTS."





Brittany added: "Keeping your tools clean, well-oiled, and ensuring your blades have been sharpened is so important when caring for your clients hair. When a blade is sharper, it means not only are your fades going to be on-point but there will be less breakage and little chance of the tool pulling on your client's hair."

Working with two of the biggest brands in the industry is not something that Brittany takes lightly, acknowledging that she stands hand in hand with these brands to educate her clients – and fellow barbers. "Partnering with brands like STMNT and Wahl has been a transformative experience," she enthused. "These collaborations have helped me grow both personally and artistically. They've also allowed me to fulfill a dream of traveling while doing what I'm passionate about – and, hopefully, inspiring others in the process.

"My purpose is to uplift, inspire, and motivate others. I know what it feels like to walk into a class or event and leave with a fire in your soul. That's why I dedicate myself to educating and organizing events – to create those moments of inspiration for my peers." •



"PREMIUM HAIR PRODUCTS, MADE WITH SUPERIOR INGREDIENTS, ARE JUST AS CRUCIAL. THEY OFFER TARGETED BENEFITS, HELPING STYLES HOLD LONGER WHILE ENHANCING THE HEALTH AND APPEARANCE OF THE HAIR."



TRICHOLOGY TIPS

HAIR LOSS IS SOMETHING DEEPLY PERSONAL AND AS A BARBER, IT MAY FEEL DAUNTING TO BRING THIS UP TO A CLIENT. HERE, WE SPEAK TO **WILLIAM GAUNITZ**, FWTS, CERTIFIED TRICHOLOGIST AND FOUNDER OF **ADVANCED TRICHOLOGY** WHO SHARES HIS TOP FIVE TIPS ON WHAT BARBERS SHOULD KNOW ABOUT HAIR LOSS.



For more information, visit **advancedtrichology.com**

1. Common causes

"The most common reasons for hair loss that a barber should be aware of are nutritional and DHT-related. DHT-related hair loss is the most common that a barber would probably see which is also male pattern hair loss, but nutritional hair loss, which is related to deficiencies with vitamin D3, ferritin, and zinc also can contribute and make things substantially worse."

2. Early intervention

"Barbers have a distinct advantage at identifying early-stage hair loss because typically when they are grooming someone's scalp, they will be able to identify the small discrepancies between the hair on the top and the side of the scalp. When the areas along the temple region and the crown begin to fall out, they will notice smaller and finer hairs in those areas and can say something to the client, allowing them to act earlier and have a better long-term outcome."

3. Common misconceptions

"Common misconceptions about hair loss are usually related to the fact that hair loss is not reversible. However, hair loss can often be reversed and maintained long-term without the use of drugs, depending on the circumstances."

4. Providing support

"Barbers can be a huge benefit to someone who's beginning to lose their hair by recommending the correct blood tests and being able to identify different reasons for hair loss based on client history. Once you have identified the exact reason for the hair loss through these means they can recommend the correct solutions early on and prevent long-term hair loss."

5 Further help

"When it's time to recommend your client to a dermatologist or a trichologist. Most professionals do not have a long-term track record necessarily of stabilizing early hair loss or regrowing hair, so you'd want to make sure that you find somebody capable of assisting your clients."

MAN UP OR MANE DOWN?

HAIR LOSS? NO PROBLEM. WHETHER YOUR CLIENT WANTS TO RECLAIM THEIR MANE, FAKE IT TILL THEY MAKE IT, OR EMBRACE A NEW LOOK… HERE'S HOW YOU CAN BE THEIR HAIR-LOSS HERO.

Hair Systems: The Real Magic

Who says magic isn't real? Hair systems, such as those from Novo Cabelo, deliver instant transformations. No surgery, no waiting for miracles – just a head of hair that could rival any Hollywood leading man. Hair systems are customizable down to the follicle, making them a game-changer for clients looking to keep their hairline intact. For you? It's a golden opportunity to diversify the services you can offer in your barber chair.

SMP: The Tattoo They Won't Regret

Scalp Micropigmentation (SMP) is all about creating that just-shaved, full-head-of-hair illusion. The tiny, dotted tattoos are small, but mighty – with the method making a big impact. This non-invasive technique is perfect for clients wanting a clean, confident look without the fuss. Barbers who master SMP become, not solely groomers, but wholehearted artists. The question is: are you ready to turn your clippers into a tattoo gun? If the answer is yes, head over to Sam Garcia at Santana & Co for a first class education!

Growth Guru: The Tools that Work

The TikTok trending Rosemary Oil is here to stay. Studies show it can boost growth, rivaling minoxidil over time. Add some hair-growth supplements packed with biotin and zinc, and you've got a cocktail for follicle revival. Stock up, school your clients on the science, and watch as your shop becomes the go-to spot for hair health hacks.

Just Simply, Owning It

Sometimes, less is more – especially when it comes to hair. Help clients rock who they are with pride. A killer buzz cut, or smooth shave paired with a well-groomed beard is all it takes to turn 'losing it' into 'owning it.' Be their guide in embracing their hair, now.

Hair loss doesn't have to be a dead end. With these solutions, you'll keep your clients looking sharp and your barbershop ahead of the curve!



AVOIDING HEALTH SCARES



IF YOU ARE FOLLOWING THE NEWS IN THE UK BARBERING COMMUNITY, YOU MAY HAVE HEARD ABOUT THE DISTURBING TREND SENDING SHOCKWAVES THROUGH THE GROOMING INDUSTRY: RINGWORM INFECTIONS CAUSED BY LACKING SANITARY PRACTICES IN BARBERSHOPS. HERE'S YOUR SIGN TO GET IN THE KNOW, SO IT DOESN'T HAPPEN TO YOU.

While news of this epidemic is rampant in the UK, let it be the forewarning and reminder to check in on all of your barbershop's hygiene and sanitation practices, before something like this happens in your area – or worse – your business.

The UK's National Hair and Beauty Federation (NHBF) have issued a health alert to both barbering businesses and the press to be aware of the health and sanitation conditions of barbershops, hoping to raise standards, awareness and put an end to the spread.

What is Ringworm?

What starts as a simple trim could end in a nightmare of itching, scaling, and embarrassing circular rashes. Despite its misleading name, ringworm isn't a worm at all – it's an aggressive fungal infection that can turn your dream fade into a weeks-long ordeal. The culprit? A perfect storm of unhygienic practices and the booming popularity of skin-tight fades that literally scrape the surface of your scalp.

The Shocking Truth About Close Cuts

The explosion of ultra-close cutting techniques has created an unprecedented crisis. These trendy styles, while visually striking, can transform an unclean clipper into a weapon of mass infection. Industry experts are reporting cases where entire friend groups have been affected after visiting the same negligent establishment. One victim described his experience as "absolutely devastating" after a simple skin fade left him with an angry, red circular rash that spread to his neck and face.

Red Flags

Horror stories are emerging of barbershops operating with shocking disregard for basic hygiene, with 'red flags' such as:

- Stained towels being reused between clients
- Clippers caked with mysterious debris
- Barbicide jars filled with cloudy, weeks-old solution
- Hair-covered floors that haven't seen a broom in days
- Staff moving between clients without washing hands

In response to these concerning trends, the UK's NHBF are urging both professionals and consumers to be more careful and vigilant: "This ringworm crisis serves as a terrifying wake-up call to both consumers and professionals. The choice is simple: trust your skin to NHBF-certified establishments or risk joining the growing ranks of infection victims. Remember, that bargain fade could cost you weeks of embarrassment, discomfort, and medical treatments."

While this epidemic is currently contained to the UK, all it takes is an infected individual to go to an unregulated or unhygienic barbershop on this side of the pond for the trend to take hold here too. So, use the New Year as a chance to update and reinforce cleaning procedures, educate your apprentices, and keep yourself and your business safe!

Mandatory Safety Protocols That Could Save Your Skin

- cleaning procedures for all tools (especially clippers, trimmer, and foils.)
- Hospital-worthy disinfection protocols
- Strict enforcement of hygiene standards
- Regular staff training on infection prevention
- Comprehensive documentation of all cleaning procedures



AS AN AMBASSADOR FOR **CLASSIC BARBER PRODUCTS,** JAQUELINE HAS TRIED AND TESTED SOME OF THE BEST PRODUCT BRANDS IN THE WORLD. HOWEVER, ONE THAT STICKS OUT IN ALL THE BEST WAYS IS THE LEADING JAPANESE BARBER BRAND – **BROSH**. THE LAS VEGAS-BASED BARBER AND STYLIST SHARES HER TIPS ON CREATING A STYLING AND HAIRCARE ROUTINE WITH CLIENTS FOR OUR READERS.



STYLING FORWARD

"It's so important as barbers that we educate our clients on styling and haircare products," Jaqueline told us. "As professionals, we need to showcase our expertise in this area – it's not just about a haircut anymore, it's about everything you can offer a client."

A key part of Jaqueline's haircare and styling ethos is the products she uses, and unsurprisingly BROSH is at the top of her list. "I was immediately drawn to the BROSH products," she explained. "I have always been a part of the hair show and convention circuit, but I vividly remember being in New York City for IBS and I went to a private pop-up event with my partners at Classic Barber Products. This was my first introduction to BROSH, as the entire team was there styling hair and showcasing the products."

She continued, noting: "The first thing that attracted me was the packaging and design, then when I got a closer look, I could admire the fragrance and texture of the products. I knew this was going to become a staple for me. Their products covered everything from pomades perfect for a classic pompadour, all the way to their Powder Magic, a texturizing powder for a root lifts."









Jaqueline firmly believes that it's important for barbers to use strong styling products to ensure quality results – but acknowledges she goes the extra mile to instruct her clients on how to care for their hair at home. "We are a very styling-heavy barbershop," Jaqueline enthused. "I really try to understand my client's lifestyle during consultations so we can create a stylized grooming and haircare routine that fits into their lifestyle.

"If someone only wants to spend five minutes getting ready in the morning, I'm not going to recommend a four-step and product routine for them," she told us. "What I love about BROSH is that my clients can cocktail the products at home. I always take the time during an appointment to show the client how to use a product and share some styling tips, this is a great way to increase retail volumes and client retention. For me, this approach is not so much about selling the product but setting up my client properly so that they can feel as good at home as when they come and see me."

This role isn't something that Jaqueline takes lightly, believing that barbers and the brands they work with need to align before bringing clients into the mix. "We stand over their crown all the time, so it's important to make sure that we're doing our part by not just pushing a product, but understanding that we stand hand-in-hand with these brands. This is why it's so important to collaborate with brands that speak to you.

"As professionals, it's important for us to ask the questions; 'How much time do you spend getting ready in the morning? What do you do for work?" Jaqueline explained. "As part of my standard routine, I always make a note of the products my client buys so I can check in as part of their next appointment.

"I WANT TO MAKE SURE MY CLIENTS STAY CURIOUS ABOUT HOW TO IMPROVE THEIR STYLING GAME AND UTILIZE THE **BROSH** PRODUCTS."



I want to make sure they know how to use the product and that it is working for them, if they need a refresher on styling then I will implement that too.

"I want to make sure my clients stay curious about how to improve their styling game and utilize the BROSH products. If they're frustrated or have lost interest, the product will sit on their shelf and that won't help anyone."

When it comes to protecting her client's scalp and hair follicles from product buildup, especially for those clients who like to use more heavy hold products like the BROSH Pomades, Jaqueline has her go-to suggestions at the ready. "BROSH Shampoo Funky Minty is my go-to recommendation for removing build-up," she told us. "It's a light and refreshing shampoo, perfect for removing excess product and oils while still having lots of moisturizing ingredients to hydrate the hair. It's all about bringing back that health and nutrition to the hair into a soft, neutral state.

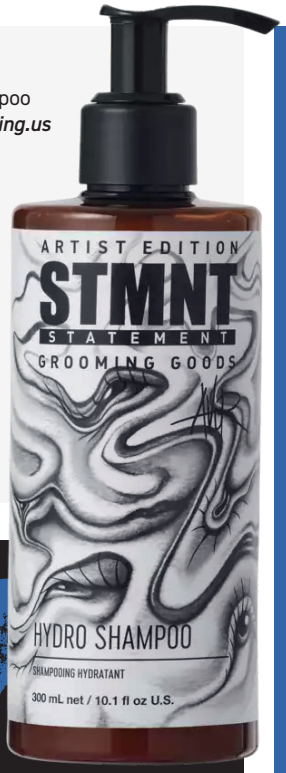
"When it comes to over-styling, I must admit that this isn't something my clients have struggled with. But I believe that's due to my collaborative approach with my clients and creating a styling routine and product selection that works for them," Jaqueline enthused. "However, if that's something any other barber reading has struggled with – I couldn't recommend enough the Smooth Blues BROSH Smooth Hair Treatment. This is a brilliant product, designed with specially formulated ingredients to protect and repair the scalp and hair follicles."

A CUT ABOVE



L3VEL3
BondFusion LIT Bleach Powder
lv3.com

STMNT
Hydro Shampoo
stmntgrooming.us





BABYLISSPRO
BaBylissPRO X Tomb45 Clipper
babylisspro.com



BROSH
Funky Minty Shampoo
$14.00, classicbarberproducts.com



LAYRITE
Natural Matte Cream
1.5oz / $12.50, 4.25oz / $24.50, 10.5oz / $48.00, layrite.com

ROLDA
Black Pomade
$15.00, rolda.com





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