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#50

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HAIRCON
2025

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MAY/JUNE 2025 // ISSUE #FIFTY

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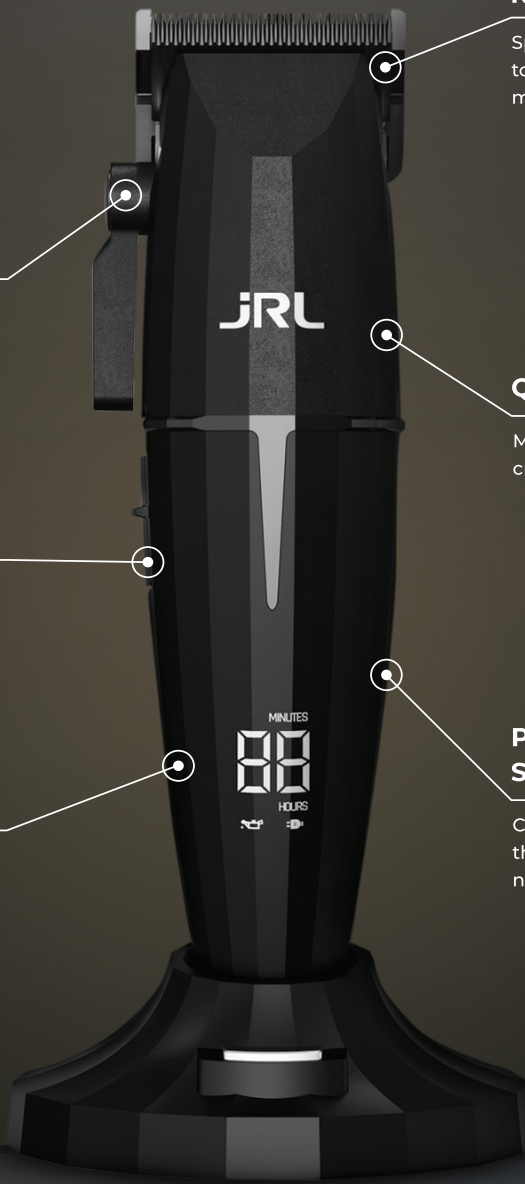
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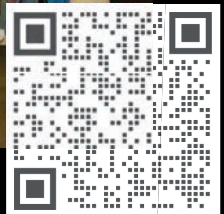
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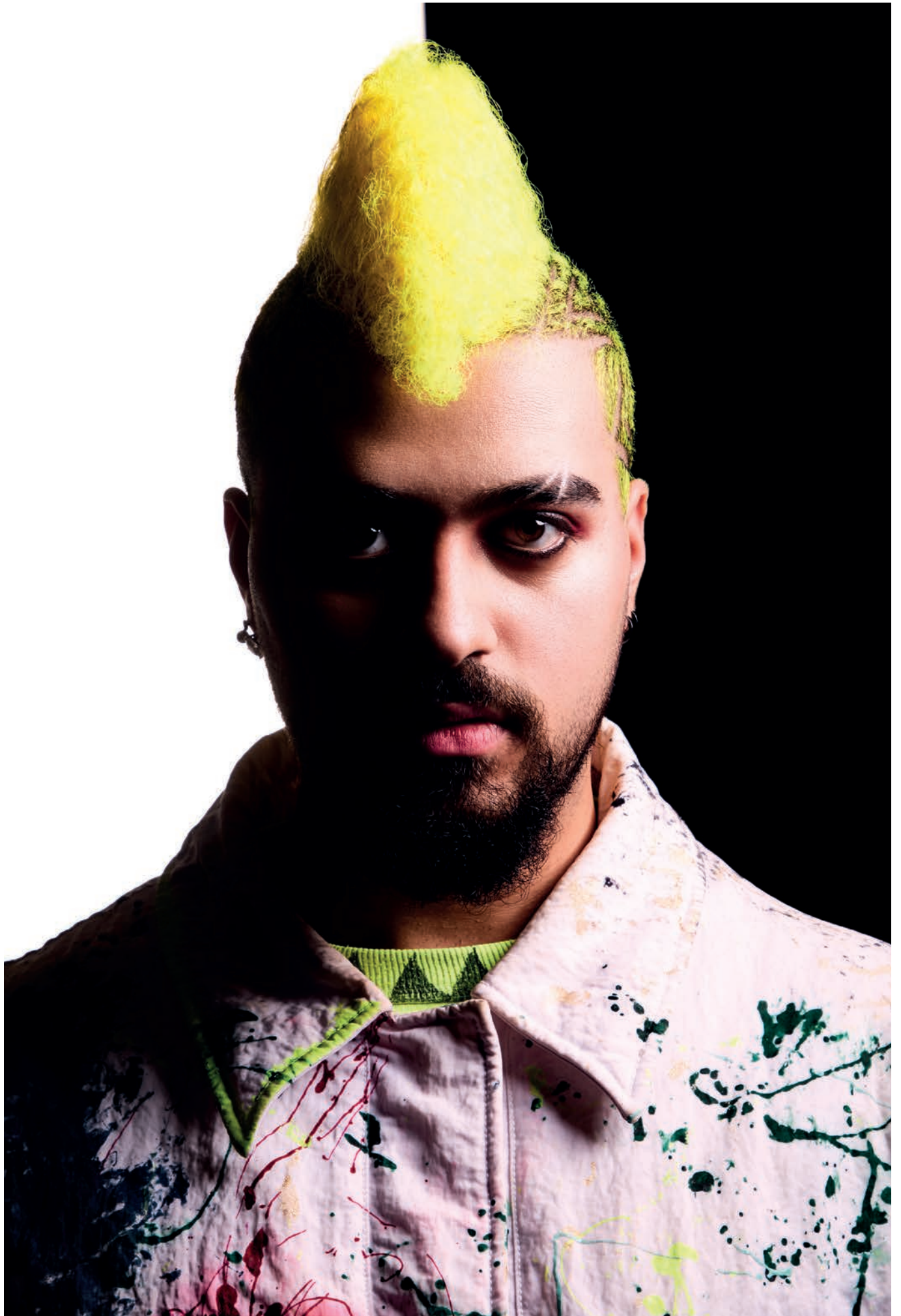
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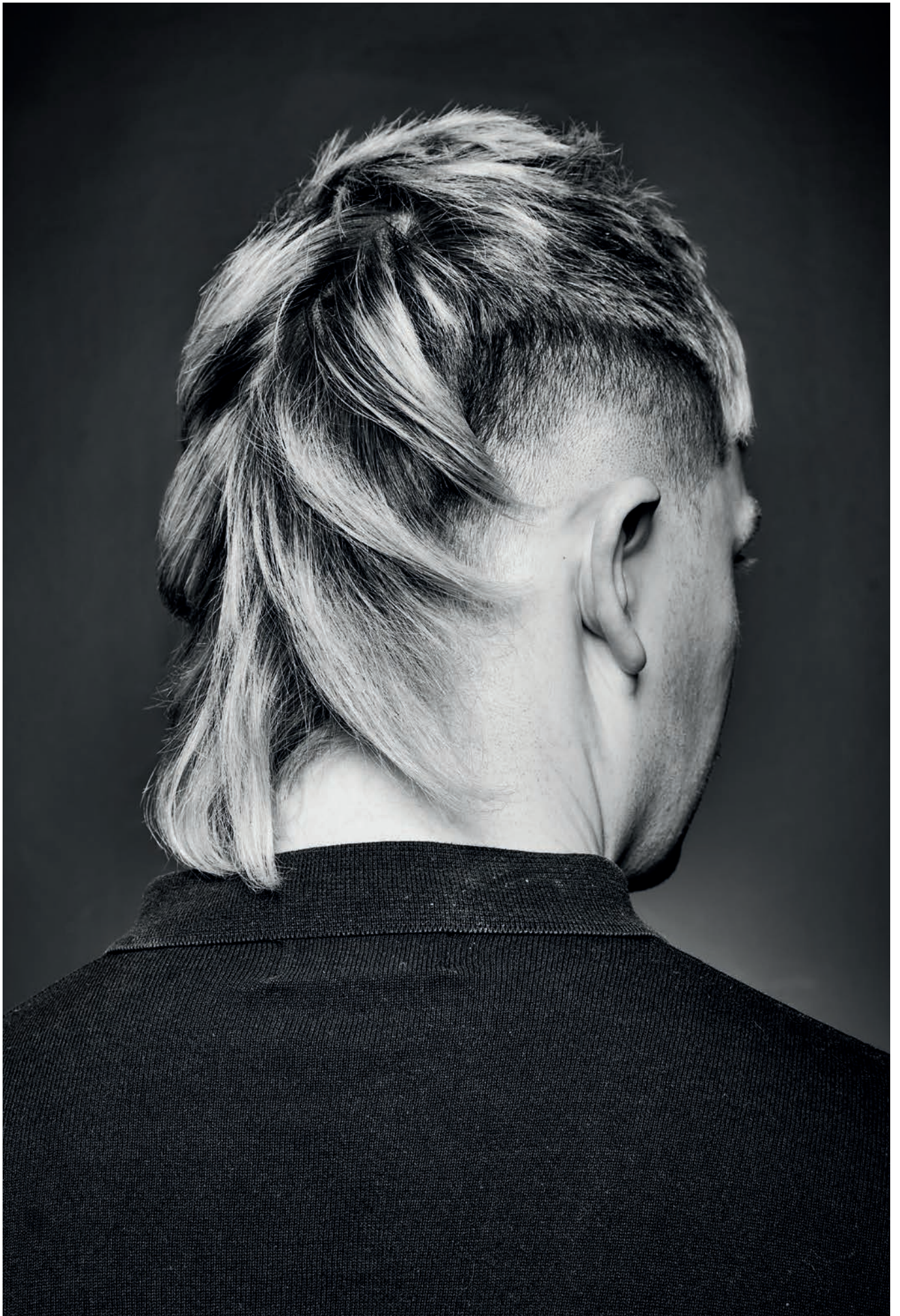
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BRUSH BARBERS .

EVO ON THE ROAD COLLECTION









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Husso Cetin.
Makeup//
Firass Kassm.
Photography//
Liam Oakes.

50

DIRECTORS

Andrew Brewster//
andrew@barberevo.com

David Foster//
david@barberevo.com

EDITOR-IN-CHIEF

Jennifer Paxton//
jennifer@salon-evo.com

DEPUTY EDITOR

Siobhan Macdonald//
siobhan@theevomediagroup.com

FEATURE WRITER

Eva Mackenzie//
eva@theevomediagroup.com

DESIGNERS

Greg Wickham//
design@salon-evo.com

Sarah Slater//
sarah@salon-evo.com

ACCOUNT MANAGERS

Mairi Cotter//
mairi@barberevo.com

Jane Thomson//
jane@salon-evo.com

Lorna Watson//
lorna@theevomediagroup.com

OFFICE MANAGER

Elsbeth Foster//
elsbeth@barberevo.com

COVER

Photography// OSMO by Chris Bulezuik

Hair// OSMO Ambassador Rob Weston

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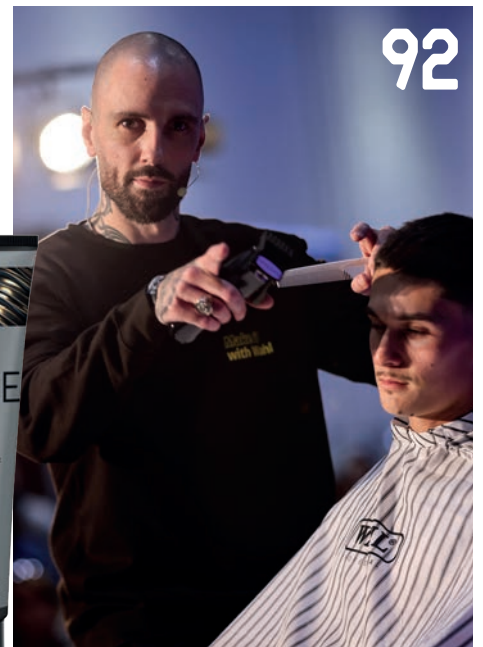
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Evo Enterprises Ltd, Torus Building, Unit 6, Rankine Avenue, East Kilbride, G75 0QF UK



ANDREW BREWSTER & DAVID FOSTER | CO-FOUNDERS

ISSUE #50 IS HERE – A LANDMARK MOMENT FOR BARBEREVO UK & IRELAND. FRESH OFF THE BACK OF MAJOR EVENTS AND OUR VERY OWN EVO ON THE ROAD, THIS EDITION IS A CELEBRATION OF CONNECTION, CREATIVITY AND EVOLUTION.

Welcome to Issue #50 of BarberEVO UK & Ireland – a milestone that marks not only our journey, but the incredible growth, creativity, and resilience of the barbering industry we're proud to be part of.

The past few weeks have been a whirlwind. We've just landed back from an amazing time at ABS Chicago, where we caught up with some of the biggest names and most exciting brands in the business. It was a powerful reminder of the global energy that fuels this industry.

But even closer to home, we reached a major milestone of our own – hosting our very first EVO On The Road: Newcastle Edition. It was a total success. A buzzing, sold-out event packed with talent, education, collaboration, and that unmistakable EVO spirit. If you were there, you'll know just how special it was.

And if you missed it – don't worry. We're taking

the tour to Manchester and Liverpool next, and they're shaping up to be unmissable.

We also had the pleasure of attending Cosmoprof Bologna, one of Europe's leading beauty and grooming showcases. It was an inspiring few days full of innovation, reconnection, and some exciting product reveals. And with HairCon just around the corner, the calendar shows no signs of slowing down.

This issue brings all that energy to the page – a celebration of 50 issues of BarberEVO, and the journey we've taken with you, our readers and supporters. Inside, you'll find global trends, tools of the trade, cutting-edge interiors, sharp business insights, and so much more.

Thanks for being on this journey with us – from Issue #1 to #50. Here's to the next chapter.





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ALAN BEAK

Director & Co-Founder RUGER.
Wahl UK Creative Director



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HAYDEN CASSIDY

Andis Global Educator
Founder Croi



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VIKKI HARRISON-SMITH

Owner/Lead Educator
SB Barbering Academy



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GRAEME MACASKILL

Director ANGUSMAC Salon,
Treatwell Ambassador

JENNIFER PAXTON | EDITOR-IN-CHIEF

BARBEREVO UK HITS 50 ISSUES! IN THIS SPECIAL SUMMER EDITION, WE REFLECT ON THE JOURNEY SO FAR, SPOTLIGHT THE INDUSTRY'S FINEST, AND LOOK AHEAD TO THE PEOPLE, PRODUCTS, AND TRENDS SHAPING THE FUTURE OF BARBERING.

This issue captures the season in full swing: from EVO On The Road: Newcastle, which was an absolute triumph, to our travels to Cosmoprof Bologna and the buzz around the upcoming HairCon, there's been no shortage of excitement in the industry.

We kick off this edition by getting in the chair with Mercedes Paginton, whose story of resilience and drive is nothing short of inspiring. Then we jump into the latest tech and innovation with Gamma+, speaking to ambassadors Simon Smithurst, Ash Cunday and Peter Nuñez about Gamma+'s game-changing products and their unforgettable trip to Italy.

From there, we move into our colour feature, led by industry powerhouse OSMO, who talk trends, shifts, and why colour is your next best investment. Our Columnist Graeme Macaskill,

AKA The Most Expensive Barber in Glasgow, also shares his expert insights on pricing those all-important colour services properly.

Our Interiors section takes you inside our Barbershop of the Edition – Ironworks Barber Co – a shop that blends aesthetic with identity, and was the perfect choice for this celebratory issue.

We also dive into additional services, exploring how diversity is shaping the modern barbershop. In Business, we bring you the brilliant Fred Helou from Vagaro in our Diary of a CEO, plus columns from Hayden Cassidy and Mark Maciver, who explore payments and franchising respectively.

To wrap things up, we talk scissors, speaking with the Cardinale Collective, and sit down with Wahl to tackle one of 2025's hottest debates... scissors or clippers?

All that and so much more – right here in BarberEVO UK #50.



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MARK MACIVER

Founder Slider Cuts London
Powered by Fresha



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SIMON SHAW

Wahl Director of
Education EMEA



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FELLOWSHIP
FOR BRITISH HAIRDRESSING
PLATINUM MEDIA PARTNER

HAIRCON
HEADLINE MEDIA PARTNER



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MANHUNT UK MALE SUPERMODEL COMPETITION

The **Manhunt UK Male Supermodel Competition** is the nation's premier search for the next top male model. As part of Manhunt International, the world's longest-running male model competition, this prestigious event offers aspiring British models an incredible platform to launch their careers in the fashion and entertainment industries.

Each year, Manhunt UK selects the most promising talent to represent the country at the Manhunt International World Final, where winners from over 40 countries compete for the ultimate title. The upcoming World Final will be hosted this June in Thailand, bringing together the world's most outstanding male models for an unforgettable experience of competition, camaraderie, and career-defining opportunities.

The competition is more than just a contest – it's a life-changing opportunity. Many past participants have gone on to secure contracts with leading modelling agencies, appear in global fashion campaigns, and build successful careers in television, film, and commercial modeling. With top industry professionals, designers, photographers, and scouts

watching closely, Manhunt UK is the ultimate gateway for men looking to break into modelling.

Contestants are judged not only on their looks, but also on their confidence, personality, and stage presence. The competition emphasises fitness, style, and the ability to represent a brand with professionalism and charisma.

With a rich history spanning decades, Manhunt International continues to be the most respected title in the male modeling world.

Are you ready to take the first step towards an international modeling career? Apply now for Manhunt UK and become the next face of the industry!



HEINIGER LAUNCHES NEW SCISSOR SHARPENING SERVICE

Heiniger UK has launched a new 24-hour turnaround scissor sharpening service following a significant investment in new machinery and staff. Customers will be able to take scissors to any Heiniger approved retailer to request the service.

Service Manager, Shaunie Tottle, said: "Service staff have all completed a five-day course to operate a range of new machinery and provide customers with an industry-leading scissor sharpening service. Heiniger UK is now able to service and sharpen a wide range of scissors in just 24 hours."

Investments in new state of the art equipment, including a Wolf Industries Twice as Sharp® scissor sharpener and a Hira-To® flat hone scissor sharpener with hook and loop discs. "We are now able to take in scissors of all shapes and sizes to be sharpened. For human or animal groomers who use scissors everyday it is important to ensure the blades are factory sharp and, if the metal is dirty, rusty or folding rather than cutting hair, the scissors are well overdue a service and sharpen," she said.

DENSE HAIR EXPERTS APPOINT STEPHANIE MASON

Dense Hair Experts has announced the appointment of **Stephanie Mason** as its new Global Business Consultant. With a stellar track record in business strategy and brand development, she will spearhead Dense's expansion into global distribution, professional salon growth, and cutting-edge educational initiatives.

In her new role, Stephanie will focus on strengthening Dense's international distribution network, ensuring accessibility to its bespoke, prescription-grade hair loss treatments across global markets. She will also lead Dense's

strategic move into professional salons, giving hairstylists and trichologists the tools to integrate Dense treatments seamlessly into their services.

"We are absolutely thrilled to welcome Stephanie to the Dense family," said Ash Hashmi, Co-Founder of Dense Hair Experts. "Her expertise in business strategy and brand development is exactly what we need as we take Dense to new heights. With Stephanie's leadership, we're confident in our ability to expand our global footprint and continue to set new standards in personalised haircare."





Olivia Jules,
Ben Massey,

Martyn Lovemore,
Roxanne Batt,

Sophie Hamilton,
Eric Lovemore,

Libby Gray,
Zach Dale,

Kamile Jarasiute,
Oksana Donelaite-
Dudiene,

Megan Goram.

BARBERS BEHIND MANHUNT

FEBRUARY 21, 2025, LONDON, ENGLAND.

BACKSTAGE AT THE MANHUNT UK EVENT, TALENTED BARBERS CAME TOGETHER TO SHOWCASE THEIR SKILLS, CREATE STANDOUT LOOKS, AND SUPPORT A GREAT CAUSE. THE ENERGY WAS ELECTRIC, THE TIME WAS TIGHT, BUT THE PASSION FOR THEIR CRAFT WAS UNDENIABLE.

The **Manhunt UK** event was more than just a competition – it was a showcase of skill, creativity, and collaboration, with barbers playing a vital role in bringing the contestants' looks to life. Taking place during the midst of London Fashion Week, the debut Manhunt UK soared on the **This Is ICON** runway as hundreds in attendance were wowed by the celebration of quality grooming.

Oksana Donelaite-Dudiene, the Creative Hair Director for Manhunt UK, spoke to us on the night: "I'm really excited to be here and to support this united team of barbers working together for charity. It's an amazing experience to collaborate

with incredible models, even if it's a little chaotic behind the scenes – just like any backstage setting. But that's what makes it exciting!"

Among the talented team of barbers was Sophie Hamilton from MR Barbers, who jumped at the opportunity to cut hair at London Fashion Week when Karl Foster, the owner of MR Barbers, reached out to her. Reflecting on the experience, she said: "It's completely different from working in a shop – there's a buzz and a bit of chaos but in a good way. You get to meet people from various industries, work alongside makeup artists, and see all the behind-the-scenes action.





Ben Massey.



Jamie Clarke, Roxanne Batt.



“For my model, Kieran, I created two distinct looks. One was a textured, messy, beach-inspired style to reflect a just-out-of-the-sea aesthetic for the swimwear round. The other was a sleek, sophisticated look for the formalwear segment. I used a mix of the Love More Sea Salt Spray, Texture Powder, Hairspray, and Pomade – the Love More products were incredible, and they smelled amazing too.”

Zach Dale, also from MR Barbers, echoed the excitement of working on something outside the traditional barbershop setting: “I wanted to be here to meet new people, expand my perspective on the industry, and experiment with styles we don’t typically see day-to-day in the shop. It’s a totally different environment and such a great opportunity to push our creativity.”

While Ben Massey, who usually cuts hair at Lost Cause Club in the Northeast of England, told us: “This was completely different from anything I’ve done before. In a shop, we focus on the cut, but here, it was all about the overall look. For my model’s swimwear round, I used pomade to give that fresh-out-of-the-ocean effect and finished with Love More’s Hairspray.

“For the formalwear look, I kept things natural with a bit of Love More Matte Paste and Hairspray for hold. It was great working with products that not only performed well but smelled incredible – my model even commented on it!”

The night ended on a high as Jamie Clarke was crowned Manhunt UK Winner 2025. In June, Jamie will take the UK to the world stage,

competing in the Manhunt International World Finals in Thailand against representatives from over 40 countries. Thrilled by his win, Jamie said: “I really enjoyed the experience – I didn’t expect to win, so I’m absolutely over the moon! I’ll do my best in Thailand. Let’s go, UK!”

While Manhunt UK’s Director, Eric Lovemore, shared his pride in Jamie’s achievement: “We are absolutely thrilled to have Jamie Clarke as our Manhunt UK Winner 2025. His dedication and resilience make him a true role model. His journey is an inspiration, proving that passion and determination can break barriers. We have no doubt that he will shine on the world stage in Thailand.”

“MANHUNT WAS AN AMAZING SUCCESS. IT GAVE SOME OF OUR BARBERS AN OPPORTUNITY TO SHOW THEIR SKILLS ON A BIGGER STAGE. THEY ALL THOROUGHLY ENJOYED THE EXPERIENCE AND WE LOOK FORWARD TO MORE EXPERIENCES LIKE THIS FOR OUR BARBERS IN THE FUTURE.”



GAMMA+ TAKES ITALY

FEBRUARY, 2025, BRESCIA, MILAN, ITALY

GAMMA+ IS ABOUT CONNECTION... AND THAT ETHOS WAS ON FULL DISPLAY WHEN THE GAMMA+ AMBASSADORS TOOK OFF FOR ITALY, EXPERIENCING THE HIGH-ENERGY HAIR CONCEPT SHOW IN MILAN BEFORE HEADING TO BRESCIA, HOME OF THE GAMMA+ HEADQUARTERS. AMONG THEM WERE SIMON SMITHURST AND ASH CUNDAY.

For Simon and Ash, **Gamma+** is more than just a name – it's the brand that listens. "It's not just about selling tools; they genuinely care about what we think," said Simon. "That's what drew me to them in the first place." Ash echoed the sentiment, adding: "They actually want our feedback, and that's rare. We're not just faces on social media – we're real barbers, and they respect that."

Their relationships with the brand run deep, built on a foundation of trust and mutual respect. So, when the invitation came to head to Italy as part of an elite group of ambassadors, it wasn't just another trip – it was an opportunity to be part of something bigger.

Milan in Full Swing

First stop: Milan, for the renowned Hair Concept show – a high-octane showcase of global talent and cutting-edge barbering. Simon was blown away by the energy of the event. "The atmosphere was electric," he said. "You had some of the biggest names in the industry, pushing the limits of what barbering can be."

Amidst the bright lights and the roar of the crowd, the ambassadors soaked in the experience, watching trends unfold before their eyes. "It was inspiring, seeing how different barbers from all over the world approach their craft," Simon added. "It makes you rethink what's possible."



Inside the Gamma+ Factory: Innovation Meets Tradition

Brescia was more than just a destination – it was the heart of the trip. Stepping into the Gamma+ factory, the ambassadors witnessed firsthand the level of craftsmanship and innovation that goes into every tool. "You see the care they put into every product, and it makes you appreciate your tools even more," said Ash. But what stood out most was Gamma+'s dedication to their ambassadors. "They don't just make products and expect us to use them," Simon explained. "They ask for our input – what works, what doesn't, what could be better. They actually listen." It's this approach that sets Gamma+ apart. They're not designing in a vacuum; they're crafting tools shaped by the real needs of working barbers. "When you use a Gamma+ clipper, you know it's been designed with you in mind," Simon said. "And that's powerful."

A Trip to Remember

As the trip came to an end, the ambassadors left Italy not just as barbers, but as part of something bigger – a movement pushing barbering forward. "It wasn't just about seeing cool things; it was about being part of a brand that truly values us," Ash reflected. "That's what makes Gamma+ different."

For Simon, the trip solidified what he already knew: "Gamma+ is about more than just tools – it's about people. And that's why I'll always back them."



COSMOPROF BOLOGNA

BOLOGNA, ITALY. MARCH, 20-23 2025.

GREAT SUCCESS FOR COSMOPROF WORLDWIDE BOLOGNA 2025: WITH OVER 255,000 ATTENDEES FROM 150 COUNTRIES. THE EVENT CONFIRMS ITS ROLE AS THE LEADING TRADE SHOW FOR THE GLOBAL COSMETICS INDUSTRY, WITH GROWING ATTENDANCE FIGURES AND HIGHLY POSITIVE FEEDBACK FROM PROFESSIONALS.

The 56th edition of Cosmoprof Worldwide Bologna concluded on a high note. With over 255,000 hair and beauty professionals from 150 countries and 3,128 companies from 65 countries, representing more than 10,000 brands, the exhibition once again proved to be an essential meeting point for industry stakeholders. Once more, Bologna became the world capital of hair and beauty. Key industry players returned to Bologna to seal new deals, exchange insights, and explore the latest trends and innovations. The exclusive Buyer Program by Cosmoprof, with its networking tools, helped professionals maximise their time at the event.

A Record-Breaking Edition

"We are extremely proud of the results of this edition," declared Gianpiero Calzolari, President of BolognaFiere Cosmoprof. "We recorded a 4.5% increase in visitors compared to last year, with a high number of international attendees of outstanding quality. This was made possible

thanks to buyer recruitment programs targeting key markets and the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency, which facilitated the presence of 80 delegations from major global markets. Cosmoprof reflects the continuous growth of the global beauty industry, which is expected to exceed €612 billion in revenue by 2025, according to research by Euromonitor International," Gianpiero said.

The 56th edition featured an exceptional and high-quality exhibitor lineup, showcasing the best of the global beauty industry. Thanks to the new hall layout, the exhibition expanded to include new product categories in line with the ever-evolving market, resulting in a 5.8% growth in exhibition space compared to last year. With 29 country pavilions and 78% of exhibitors coming from abroad, Cosmoprof reaffirmed its leadership as a strategic event for industry stakeholders.

The Cradle Of New Trends

Cosmoprof Worldwide Bologna 2025 showcased the innovation and excellence of the beauty industry, highlighting the evolving needs and habits of consumers. Visitors were excited by new eco-friendly solutions, highly personalized products, and cutting-edge technologies.

"Once again, Cosmoprof proves to be a hub for new trends and ideas. This year, our exhibition provided industry professionals from around the world with insights into the evolution of the beauty sector and the most impactful trends, from sustainability to the demand for products that cater to emerging consumer clusters, from wellness-focused solutions to the influence of new technologies and artificial intelligence on product experiences," stated Enrico Zannini, General Manager of BolognaFiere Cosmoprof. The next appointment is Cosmoprof Worldwide Bologna 2026, in March 2026, with new initiatives and solutions to drive the growth of the beauty industry.



For more details, visit [cosmoprof.com](https://www.cosmoprof.com)



HAIRCON 2025 MAIN STAGE LINEUP ANNOUNCED!

22-23 JUNE 2025 - 02 VICTORIA WAREHOUSE, MANCHESTER

HAIRCON, THE ULTIMATE FESTIVAL OF HAIR AND BARBERING, RETURNS TO MANCHESTER'S ICONIC 02 VICTORIA WAREHOUSE ON 22-23 JUNE 2025 WITH A STELLAR MAIN STAGE LINEUP FEATURING THE BIGGEST NAMES IN THE INDUSTRY. THIS YEAR'S STAGE WILL COME ALIVE WITH VISIONARY PRESENTATIONS, LIVE DEMONSTRATIONS, AND CREATIVE COLLABORATIONS FROM SOME OF THE MOST INNOVATIVE MINDS IN HAIRDRESSING AND BARBERING.

An Unmissable Main Stage Experience

The HairCon main stage will be electrified by a powerhouse lineup of global hairdressing icons, barbering titans and an unrivalled collective of brands. The Trevor Sorbie Creative Team will mark a legendary return to the stage in a special collaboration with Keune Haircosmetics. Alfaparf

Milano Professional with Paul Stafford and the Sanrizz Artistic Team will showcase 'Evolution' bringing together two iconic brands dedicated to the pure craft of hairdressing. Sassoon Academy, led by Creative Director Mark Hayes, will break down the revolutionary Vidal Sassoon approach, revealing the complete creative process behind their iconic cuts.





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Wella Professional joins forces with James Earnshaw to bring an inspiring fusion of cut, colour, and style, igniting creativity for stylists everywhere. Wahl Professional takes the spotlight with expert-led barbering and men's grooming innovation, while Revlon Professional's Artistic Team presents BOLD: UNLIMITED – pushing hair artistry beyond its limits. Danger Jones makes its UK stage debut with a fearless, high-energy colour show, while Blue Tit Education, in collaboration with Leaf Scissors, unveils their unseen 2025 collection 'Dusk,' celebrating individuality and London's underground fashion scene.

L'Oréal Professionnel delivers industry pioneers and award-winners the likes of Frazer Wallace, who will craft an unforgettable performance for his inaugural solo show. A guru in the world of Afro and Textured hair, Naomi Brooks, will elevate these techniques to create showstopping styles. The Fellowship for British Hairdressing will bring their talented project teams to the stage showcasing the next generation of talent. Josh Lamonaca and Darrel Starkey push the boundaries of men's hairdressing in a dynamic showcase of cutting and colouring mastery. With more names still to be revealed, the Main Stage at HairCon presents an unforgettable experience for the hair and barbering professional – bold, boundary-breaking, and unmissable.

The Ultimate Industry Gathering

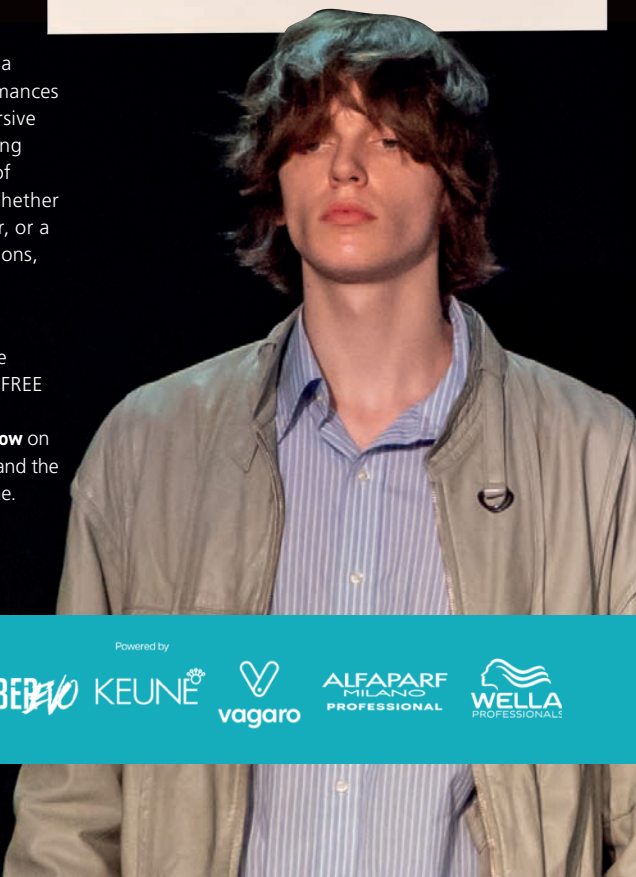
HairCon 2025 isn't just a trade show – it's a movement. From captivating stage performances to hands-on learning opportunities, immersive brand experiences, and exclusive networking events, the weekend will be an epicentre of education, creativity, and collaboration. Whether you're a seasoned stylist, a budding barber, or a salon owner looking for the latest innovations, this is the must-attend event of the year.

Tickets are available now

Enter code **EVO10** to redeem your exclusive discount Tickets also include a one month FREE trial of the Hilton Club membership!

Visit [HairCon.co.uk](https://www.haircon.co.uk) and follow [@Hairconshow](https://www.instagram.com/Hairconshow) on social for teasers, schedule announcements, and the latest news in the build up to the event in June.

PARTNERED BY





LIVERPOOL

7 SEPTEMBER 2025, LIVERPOOL, ENGLAND.

EVO'S HIGHLY ANTICIPATED EVO ON THE ROAD IS RETURNING TO LIVERPOOL, BRINGING TOGETHER SOME OF THE BIGGEST NAMES IN THE INDUSTRY FOR AN UNMISSABLE EVENING OF EDUCATION, NETWORKING, AND INNOVATION. DON'T MISS OUT!



Supporting the hair, beauty and barbering industries



Following two hugely successful EVO On The Road events in 2024 in Liverpool and Glasgow, EVO is returning to Scale, Liverpool for the third year in a row. With the backing of powerhouse sponsors: **Wahl Professional**, **Revlon Professional**, **American Crew** and the **National Hair and Beauty Federation (NHBF)**, this event promises to be one of the most exciting gatherings in the UK's barbering and hairdressing calendar.

The entire team at EVO are proud to be bringing EVO On The Road to cities across the Northwest – a region filled with talented barbers, but typically overlooked by the traditional tradeshow our industry is familiar with.

What to Expect

Taking place at Scale in Liverpool, EVO On The Road will offer barbers and stylists the opportunity to gain invaluable insights from top educators and professionals. Attendees will get up close and personal with industry icons, learning about the latest techniques, tools, and trends that are shaping modern hairdressing and barbering.

The event will feature short and sharp bursts of education, live demonstrations, exclusive panel discussions, and networking sessions all designed to help you elevate skills and enhance business strategies.

Industry-Leading Sponsors

One of the event's headline sponsors, Wahl Professional, has long been a driving force in the hair and barber industry, providing cutting-edge tools and education that help creative stay ahead of the game. Simon Shaw, Director of Education for Wahl Professional EMEA, will be leading

the show alongside the Wahl Professional team members. Their presence at EVO On The Road ensures that attendees will get an in-depth look at their latest innovations and expert techniques from Wahl Professional's elite team of educators. Revlon Professional and American Crew will take to the stage to showcase their colouring and cutting techniques with leading industry experts. Attendees will be aware of trends before they hit the mainstream, learn tips and tricks from innovators and icons, connect with powerhouse stylists, and get business advice set to transform your salon. Meanwhile, the National Hair & Beauty Federation (NHBF) will provide essential business advice and support for barbershop owners and self-employed barbers. As the UK's leading industry body, the NHBF offers guidance on everything from financial planning to employment law, ensuring barbers have the resources they need to thrive in today's competitive market.

Why You Can't Miss It

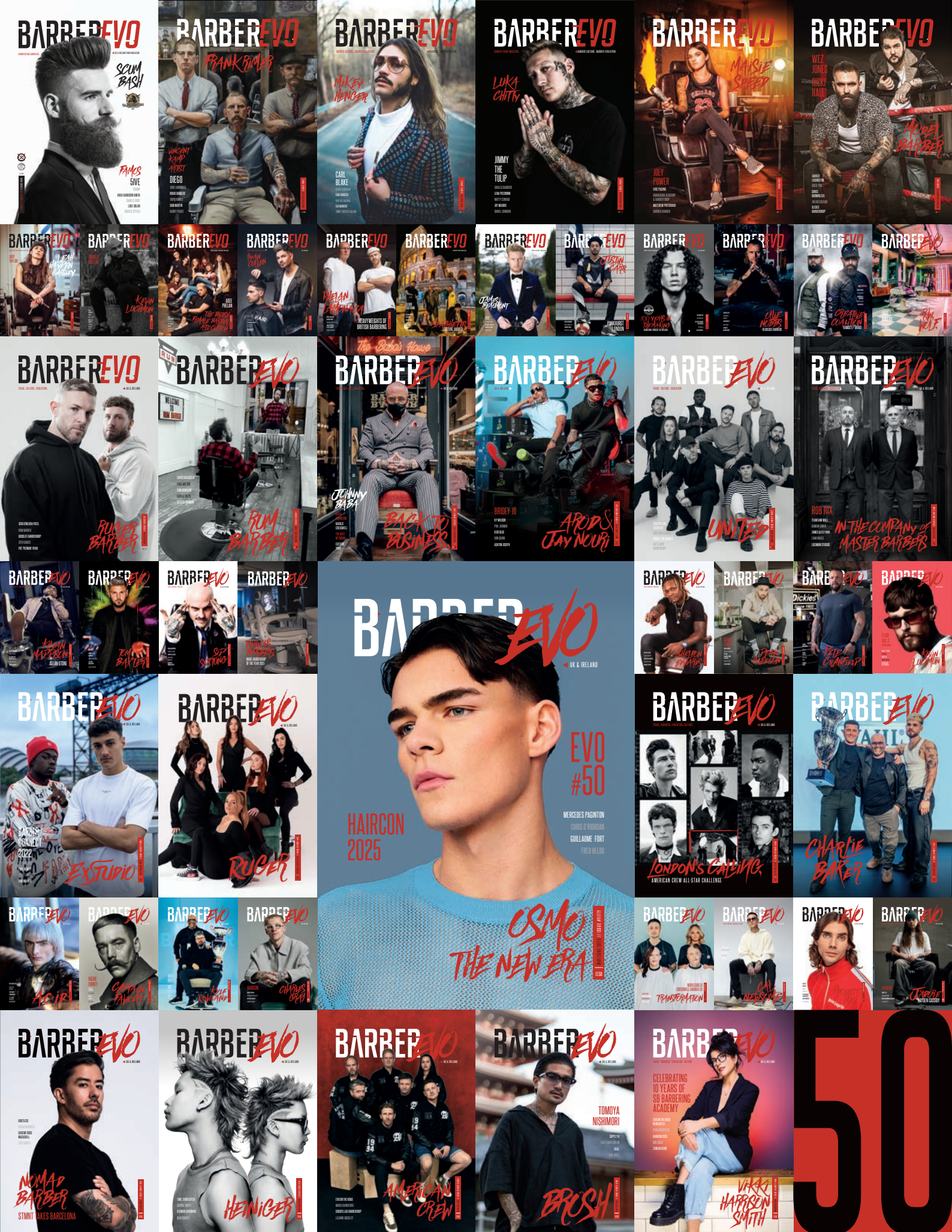
EVO On The Road: Liverpool is more than just an event – it's a chance to connect with fellow professionals, gain inspiration, and take your career to the next level. Whether you're an experienced stylist or just starting in the industry, this event will equip you with the knowledge and skills to stay ahead of the curve.

More sponsors and leading educators are still to be announced – stay tuned on [@salonevomag](#) and [@barberevo](#) on Instagram to make sure you don't miss any information! With limited spaces available, secure your spot for an unforgettable day of learning, collaboration, and community.




Visit barberevo.com for more information and to purchase tickets!





50 EDITIONS OF BARBEREVO UK & IRELAND



“PEOPLE ARE RECOGNISING THE VALUE OF BARBERING MORE, AND THEY’RE WILLING TO PAY FOR QUALITY SERVICES, WHICH IS GREAT FOR EVERYONE.”

Role//
Barbershop Owner

Barbershop//
Bloxham
Barbershop

Location//
Oxfordshire

**Years in the
Industry//** 16

MERCEDES PAGINTON

IN THE CHAIR

FROM CUTTING HAIR IN A MAKESHIFT SETUP DURING A-LEVELS TO RUNNING A THRIVING BARBERSHOP AND WORKING ON AN AMERICAN AIR FORCE BASE, MERCEDES PAGINTON'S JOURNEY IS ONE OF DEDICATION, EVOLUTION, AND BREAKING INDUSTRY NORMS. WITH NO FORMAL QUALIFICATIONS BUT A PASSION FOR THE CRAFT, SHE HONED HER SKILLS AS WE SIT DOWN WITH HER TO GET HER STORY.



"I started cutting hair when I was around 16 while doing my A-levels," Mercedes told us. "It all began with cutting my friends' hair. I don't have formal qualifications, but I've been doing this a long time."

"I progressed once I started working in a barbershop. Before that, I was just winging it. Being in a proper shop, you start to see real techniques – it was a huge learning curve. I was definitely thrown in at the deep end – it's very much a sink-or-swim kind of industry. But that ultimately taught me to become a better barber."

BREAKING BARRIERS

"At the start of my career, people often assumed I was a hairdresser just because I was female," Mercedes told us. "I've always felt comfortable working with men, so I never really struggled with that aspect of the industry. There were moments where some clients were hesitant, unsure if I could cut as well as a male barber. Once you prove yourself, that doubt disappears. That said, I do think there is a better gender balance in the industry – it's no longer seen as odd for a woman to be working in a field that is traditionally so male dominant. I don't want to say that up-and-coming female barbers won't deal with any gender-based assumptions like that, but it is nice to see more acceptance in our industry."

CAREER HIGHLIGHTS

"There have been quite a few standout moments," Mercedes told us. "It's been an honour to be featured in various magazines over the years, and taking home the British Master Barbers' Barber of the Year in 2021 was a huge achievement. Cutting on stage has also been a highlight – getting to showcase my work in front of an audience. One of

the coolest experiences was working with Andis on stage. It was a one-off event where they brought together barbers from across the UK to showcase their tools. None of us were ambassadors – it was a lovely and unique opportunity for barbers from a variety of different backgrounds to get on stage and demonstrate what we could do. It was great to meet so many talented barbers, including a few I hadn't met before, and we got to meet the Andis team backstage, which was a cool experience."

CREATIVE PROCESS

Taking one look at Mercedes' social media, you will see her page is lined with stunning collection images so naturally, we had to ask her about her process. "I always struggle when competitions ask, 'What's your inspiration behind this cut?' because honestly, most of the time, I just think, 'This will look cool'," she laughed. "Mostly, I tend to take elements from five different haircuts and bring them together to create a cohesive style. For every collection, I make a conscious effort not to repeat the same haircut. Variety is key – not just in the styles but in showcasing different techniques."

AIRFORCE EXCELLENCE

"Outside of my work in competitions and collections, I run my own barbershop in a small village in Oxfordshire," Mercedes told us. "I also cut hair once a week on an American Air Force base nearby. I built up a solid client base through word-of-mouth. Eventually, one of the guys put my name forward to come to the base and cut hair."

This plays a huge part in one of Mercedes' favourite parts of being a barber – meeting new and interesting clients: "The work itself is very different from my barbershop," she noted. "Military

regulations mean I can't be too creative with the haircuts, but I love meeting people from all over the U.S. and hearing about their experiences."

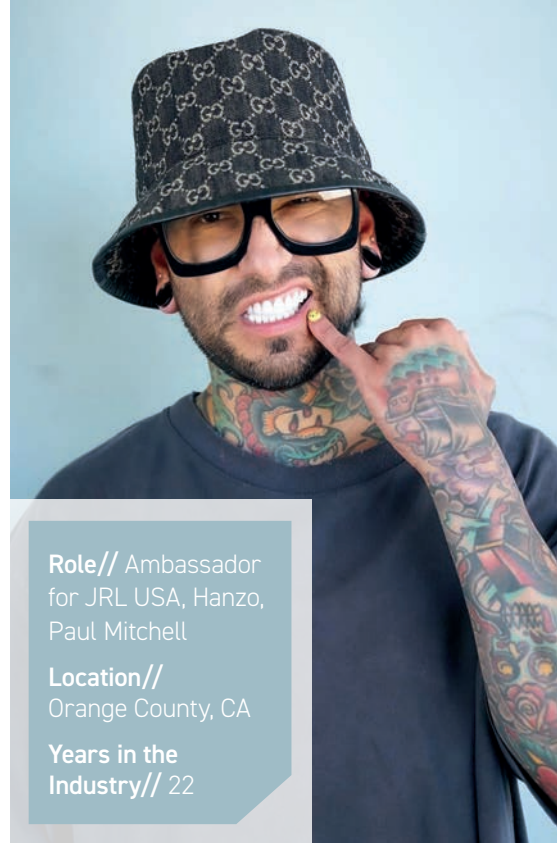
INDUSTRY EVOLUTION

We had to conclude by asking Mercedes about her thoughts on the evolution of barbering. "The industry keeps growing, which is great. It feels like we're experiencing another boom," she noted. "People are recognising the value of barbering and they're willing to pay for quality services. The industry has grown to the point where barbers are no longer pressured to rush a haircut in 20 minutes. With appointments becoming the norm, we can perfect each cut."



FERN THE BARBER OVERSEAS

IN 2025, BARBERS ARE DOING MORE THAN JUST YOUR AVERAGE FADE – THEY’RE ARTISTS, BRAND BUILDERS, AND EDUCATORS. WITH CLIENTS EXPECTING TOP-TIER SERVICE, STYLING IS NO LONGER OPTIONAL; IT’S ESSENTIAL. AND IF THERE’S ONE BARBER WHO EMBODIES THIS PHILOSOPHY, IT’S FERN THE BARBER. WE SAT DOWN WITH THE MULTI-HYPHENATE TO FIND OUT MORE.



Role// Ambassador for JRL USA, Hanzo, Paul Mitchell

Location// Orange County, CA

Years in the Industry// 22

For barbers in 2025, styling isn't just an afterthought – it's a craft in itself. "Styling is what brings your haircut to life," Fern said. "It's all about presentation." In an era where social media drives clientele, showcasing a flawlessly styled look can be the difference between an average chair and a booked-solid schedule. Beyond aesthetics, styling is an educational tool. "I always educate my clients on how to style their hair," Fern explained. "I show them the right product, the right application, then hand them the dryer and guide them through it. When they leave my chair, they know exactly how to recreate the look at home."

The Kickstarter

Born and raised in Orange County, Fern's path into barbering wasn't exactly conventional. Before ever picking up a pair of shears, he was operating forklifts and restoring classic cars. A chance

moment at a traffic light changed everything. "I saw students from Paul Mitchell School and something clicked," he recalled. "I knew I didn't want to be stuck in a job that didn't inspire me." He enrolled in Paul Mitchell School around 2003 – 2004, kicking off a journey that brought him to owning his private studio, becoming an international educator, and working alongside the biggest names in the industry.

Education Station

Fern's influence extends far beyond his shop. As an international educator for JRL USA, he balances brand partnerships with education. "My roles are different with each brand," Fern said. "JRL is the newest company I work with – my title with them is an international educator. I was definitely nervous to get on stage with that team – they are so talented at their craft. I was honoured when

they asked me to join. Those classes are more focused on barbering techniques – blending, fading, and tapering – really showcasing their clippers and tools. I love working with JRL; they're a really cool company with good people, and their clippers and combs are the best!"

Talking Trends & Technique

Looking ahead, Fern sees texture taking over. "People are perming their hair, growing it out, and rocking more movement," he noted. "I'm not sure what the kids are calling it, but it kind of looks like the 'broccoli' haircut. But first, learn how to control and manipulate textured hair, then get creative. Practice, practice, practice. Get doll heads with different textures and experiment. The more you know, the more valuable you are."

Fern the Barber isn't just shaping hair – he's shaping the future of barbering itself.



Fern's Go-To Styling Products

- **JRL Forte Blow Dryer** – "The power and precision make it my must-have."
- **Paul Mitchell 1016 Styling Brush** – "Designed with Angus Mitchell, it's my go-to."
- **Paul Mitchell Tea Tree Forming Cream** – "A great base product for most short styles."
- **L3VEL3 Styling Texture Powder** – "Perfect for adding volume and finishing short cuts."

FOR SOME, BARBERING IS A CAREER CHOICE, BUT FOR OTHERS, IT'S A CALLING – ONE THAT FINDS THEM IN THE MOST UNEXPECTED WAYS. AND THAT WAS THE CASE FOR CALLUM SOUTH – RISING TO THE CHALLENGE NO MATTER WHAT DIFFICULTIES LIFE THREW HIS WAY, AND THAT'S WHY HE IS OUR TOP CHOICE AS A BARBER TO WATCH.

Age// 29

Location// Dundee, Scotland

Barbershop// SOUTH

Years in the Industry// 14

CALLUM SOUTH

ONE2WATCH

"I've been in the industry for 14 years, but I kind of fell into it by accident," Callum laughed. "When I was 15, my friend's mom put my name forward for an apprenticeship at HOB in St Albans, and I went in for a trial shift. From the moment I stepped into the salon, I loved it – the creativity, the buzz, the freedom to express myself. I was instantly drawn in and knew this was what I wanted to do. I started training at the HOB Academy, working under some incredibly talented stylists. Eventually, I moved to Headmasters in Bromley, where I completed my apprenticeship and became a stylist."

It was at Headmasters that Callum really homed in on his craft and decided to carve out a niche for himself in this industry. "At HOB, I had the opportunity to work on some incredible projects, learning precision cutting and creative techniques. I worked with a lot of asymmetric shapes and short pixie cuts, which I loved. That's when I realised I had a passion for barbering. After a few years as a stylist, I decided to move back to Harpenden and got a job at Alternative Barbering Co. That's where my passion for barbering really took over."

Now, following this crazy journey through the industry – Callum has found himself settled in Dundee with his own barbershop, SOUTH. "I got back in touch with my biological mum, who was living in Cupar, Fife, a place I had never heard of,

but she booked me a coach ticket to Edinburgh and picked me up from the station," Callum told us.

"In Scotland, I only knew one barbershop – Hard Grind. Colin Petrie, the owner, invited me in for a trade test and that moment marked the beginning of my journey in Dundee."

After finding his feet in Scotland with Hard Grind, Callum knew it was time for him to branch out, and SOUTH, was born. "Now, SOUTH, has been trading for a year and it's been an incredible journey," he enthused. "Like most business owners, I worked every single day of that first year, pouring blood, sweat, and tears into the shop."

And on top of 2025 marking the one-year anniversary of SOUTH, Callum started this year as an ambassador for Gamma+ and Stylecraft. "I'd been building a relationship with Gamma+ for a while after becoming a huge fan of their tools in recent years," Callum explained. "When Phil Smith asked me to become one of their ambassadors, I was completely over the moon. They're an amazing company to work with. The tools are insane. The new Gamma+ Shorty is the best clipper I've ever used, but their entire range is amazing. It's also been a great opportunity to connect with so many likeminded barbers in the industry, the group chat is constantly popping off with ideas. It's really been an amazing experience so far."



"THEY'RE AN AMAZING COMPANY TO WORK WITH. THE TOOLS ARE INSANE. THE NEW **GAMMA+** **SHORTY** IS THE BEST CLIPPER I'VE EVER USED, BUT THEIR ENTIRE RANGE IS AMAZING."



THE GAMMA+ BOOST

SOME OF THE BEST CAREERS ARE BORN OUT OF NECESSITIES, AND THAT'S EXACTLY HOW PETER NUÑEZ GOT INTO BARBERING. A SELF-TAUGHT BARBER WHO ROSE THROUGH THE RANKS TO BECOME ONE OF GAMMA+'S TOP UK AMBASSADORS. NOW, PETER IS HERE TO TELL US ALL ABOUT THE BRAND-NEW GAMMA+ BOOSTED UP CLIPPER.



“THE PREVIOUS BOOSTED MODEL WAS ALREADY FANTASTIC, BUT THIS ONE TAKES THINGS TO ANOTHER LEVEL. IT RUNS SO SMOOTHLY, AND IT'S A PLEASURE TO USE.”

Peter has gone from giving free lunchtime haircuts to tradesmen to cutting on stage for Gamma+ in Italy. “I'm a self-taught barber – I've never been trained by anyone in the industry. I started cutting hair out of necessity when I lost my job,” he told us. “Taking my kids to the barbershop was too expensive, so I practised on them instead. My first pair of clippers came from a car boot sale – I had no money then, so I borrowed a fiver from my mum.

“From there, I started working as a labourer on a construction site during the day, and at night, I would do hairdressing. Hairdressing is completely different from barbering, but I knew I wanted to become a barber. On my lunch breaks, I'd offer free haircuts to the tradesmen on-site, to get experience.”

Following this hands-on experience, Peter knew he was on the right track for a career. “I finished my college course in hairdressing early, and then I found the barbershop that I now own,” Peter enthused. “Back then, I didn't know much about barbering. Clients would ask for a skin fade, and I'd run to the back of the shop, search YouTube,

and wing it. At this point in my career, I didn't know much about Gamma+, but when I discovered them, I liked their tools. I started tagging them in my posts, and after a while, they reached out and asked if I'd like to be a brand ambassador. And here I am, talking to you today.”

And since then, the opportunities have flourished – like becoming one of the first barbers in the UK to get their hands on the new Gamma+ Boosted Up Clipper. “The striking colours of this new tool really stand out,” he said. “I've customised mine with a white body and a red handle – it looks incredible. The previous Boosted model was already fantastic, but this one takes things to another level.

“One of the biggest improvements is the Gamma+ patented switch design. In the older models, hair would clog up the switch area, but this new version has a redesigned top lid to protect it. The motor is also enclosed, preventing hair and debris from getting inside. It runs so smoothly, and the lightweight design makes it a pleasure to use.

“I've been making videos with it, and honestly, I love it. I'm also proud to be the first person in the UK to have it in my hands – plenty of barbers are jealous!” Peter laughed, continuing: “The battery life is excellent, and it comes with a fade blade, which is perfect for clean, sharp fades. Overall, it's just a top-tier tool.”

And as we come into the summer months, it's the perfect opportunity for barbers behind the chair to try out a bright and bold tool – alongside some summer staple styles. What style is Peter most excited to try out using the Gamma+ Boosted Up Clipper this summer? He told us: “I've always been a fan of taper cuts, but right now, I'm loving the burst fade – it's perfect for summer. It's a mix between a burst fade and a modern mullet, and it's trending. Even I have it right now! I think this will be the go-to look for the season.

“Honestly, my clients are great and usually will just trust me to do what I think is best for them. Most of the time, I create something new for them – something they wouldn't have chosen themselves – but they love it. Seeing them leave the shop happy and confident is the best feeling.”



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SUCCESS STORIES

★ SB INTERNATIONAL BARBER ACADEMY

VIKKI HARRISON-SMITH RUNS ONE OF THE MOST BOOMING BARBERING ACADEMIES IN THE UK, **SB BARBERING ACADEMY**. SHE SEES HUNDREDS OF STUDENTS THROUGH THOSE DOORS WHO GO ON TO FORGE SUCCESSFUL CAREERS. IN THIS EDITION OF HER COLUMN, VIKKI SHINES THE SPOTLIGHT ON **KOSTAS MOURGELAS**.



Kostas Mourgelas embarked on his journey into barbering by enrolling at **SB Barbering Academy** in 2019. This marked the first steps of Kostas pursuing the passion he had long held but never pursued seriously. I can remember Kostas taking every opportunity to learn, he threw himself into learning and never slacked throughout his time here.

When someone has a passion for industry it's so important to push them further in everything they do. The hardest workers are always the ones that stand out and I just know that they are destined for good things. Despite already having a full-time job as a bar manager alongside his education at SB Barbering Academy, Kostas always had a smile on his face. He spent two months working two full-time jobs, which must have taken a toll, but I had a lot of respect for Kostas and his dedication. His standard of work was always high, and he became a firm favourite with clients.

Kostas told us: "After completing the academy, I began cutting hair professionally, dedicating myself to improving my skills. I put in extra hours daily to refine my craft. During this time, I met my business partner, Redio Gjonci, and together we realised that our client base was rapidly growing.

"An exciting opportunity arose when we found a location on the main road in Middlesbrough, and we knew it was time to take the next step. Once we opened the FOX BARBERS, things began to flourish. Alongside Redio and Swavy, we quickly became busier, prompting us to expand our team."

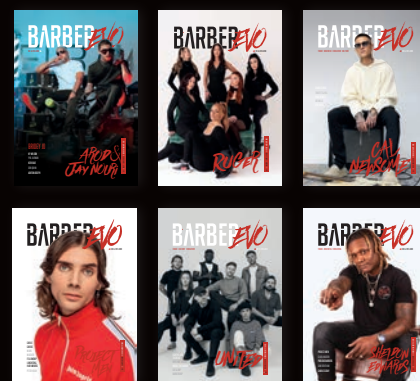
Kostas has since put forward barbers to us for training in the years since while continuing to graft hard with the natural talent he had from the beginning. "Marshall, also known as Dellboy, joined us from SB Academy, followed by Lampros, who not only attended SB Academy but also became part of FOX BARBERS," he said. "As our momentum continued, Jassy, another talented graduate from SB



"I CAN REMEMBER KOSTAS TAKING EVERY OPPORTUNITY TO LEARN, HE THREW HIMSELF INTO LEARNING AND NEVER SLACKED THROUGHOUT HIS ENTIRE TIME HERE."



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Academy, joined our team. Today, we proudly have seven barbers in our shop, four of whom are alumni of SB Barbering Academy. Our shop has become one of the busiest barber establishments in Teesside. I would like to take a moment to acknowledge Vikki, our instructor at SB Academy. She is an exceptional teacher and a supportive person, always willing to assist her students throughout their training and into their barbering careers. If you are considering a career in barbering, I highly recommend starting at SB Academy. It will provide you with the motivation and foundation you need to succeed."

Nothing makes me prouder than seeing those we've trained make waves within the industry like Kostas has with FOX. We've created a supportive community with our students and words like that mean the absolute world to me. It means the vision I had 10 years ago for SB came to fruition.

**"SHE IS AN EXCEPTIONAL
TEACHER AND A
GENUINELY SUPPORTIVE
PERSON, ALWAYS WILLING
TO ASSIST HER STUDENTS
THROUGHOUT THEIR
TRAINING AND INTO THEIR
BARBERING CAREERS."**

VIKKI HARRISON-SMITH
Owner, SB Barber Academy
@vikki_smithy_sb

BEHIND THE SHOOT

SKULPT

THE CLIPPERS HUMMED, THE CAMERAS CLICKED, AND GLASGOW'S HAIR INDUSTRY ELITE GATHERED FOR A DAY UNLIKE ANY OTHER. **EVO ON THE ROAD** VIP BROUGHT TOGETHER SOME OF THE BRIGHTEST TALENTS IN BARBERING FOR A HIGH-ENERGY, HIGH-IMPACT PHOTOSHOOT WITH **LIAM OAKES** – AND AMONG THE LUCKY FEW WAS **SKULPT HAIR REPLACEMENT**.

On the 17th of November, in the Drygate Brewery, Glasgow, industry professionals from across the hair world came together to connect, learn, and naturally... let their hair down a little bit! The reason why? **EVO On The Road** – the Glasgow edition.

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.

But the most exclusive part of the event? The high-energy, high-impact VIP photoshoots with Liam Oakes. One of the lucky few to snag a spot with the leading industry photographer was Skulpt Hair System Replacements. In this issue, we caught up with owner Callum Taylor.

Taking the Opportunity

Specialising in men's hair systems, Callum took a fresh approach to the shoot, turning heads with an innovative showcase of transformations. Stepping into the world of EVO On The Road for the first time, Callum wanted to take the opportunity with two hands. "I felt it would be a really good opportunity and I really wanted to meet everyone at BarberEVO," he said. "This is the first time I've really seen anything like this in Glasgow, and I knew the team here would be the best in Glasgow – so I really wanted to meet everyone and get my foot in the door."

A New Age Hair Replacement

Unlike traditional barbers, Callum and his team at Skulpt Hair Replacements work with a different canvas – creating bespoke, non-surgical hair systems for men experiencing hair loss. This required a unique approach to the shoot, and Callum made sure to highlight the dramatic before-and-afters.

"Because we do hair replacement systems, we got the models in without their hair on first and took the 'before' pictures. This was so everyone could see just how much of an impact the final result has. Once we took the pictures, we glued the system on, styled it as normal – the results were just amazing," he explained.



Photography//
Liam Oakes.

"I'VE NEVER DONE ANYTHING LIKE THIS BEFORE, WHERE YOU ACTUALLY GET TO SPEND A MORNING WITH A PHOTOGRAPHER. IT'S BEEN EYE-OPENING, INSPIRING AND IT'S GOT ME LOOKING AT THINGS WITH A NEW PERSPECTIVE."

SKULPT

Hair replacement

Thinking about getting into hair replacements?

The Skulpt 2-Day Hair Replacement Course is the course you want to be on.

Day 1 – Theory Day: Covering base types, hair types, colour matching consultations and spectate a full hair system demo.
Day 2 – Hands-on Training Day: Learn how to do a full system fit, and a refit appointment.

Learn exactly how to build a full time business for Hair Replacement.



Impressed with the results and want to learn how to fit and style hair systems? At **SKULPT**, Callum and his team offer one-on-one training based in Glasgow to teach you everything from start to finish. Get in touch at [@skulpt_hairreplacement](https://www.instagram.com/skulpt_hairreplacement) or Call/WhatsApp **07503 610730**.

The Looks

Photoshoots are all about storytelling, and Callum's models brought two distinct characters to life. "The two models that we used were very different," he said. "One was kind of grungy and very All Saints-looking, and the other was more of a classic Zara model, you know? So, it was great – we clicked with the different backdrops, and the styles we shot were really varied."

This ability to adapt and style his work to suit different aesthetics speaks

volumes about Callum's talent and the versatility of hair replacement systems. Whether edgy and alternative or sleek and modern, Skulpt Hair Systems can cater to every style.

More Than a Shoot

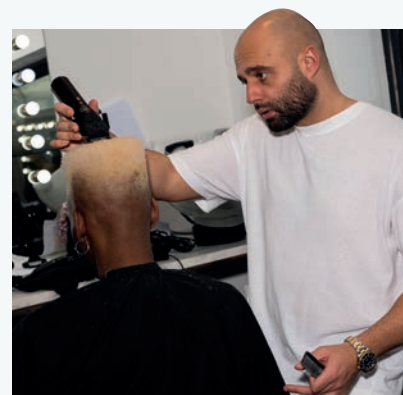
Beyond the camera flashes and styling chairs, EVO On The Road is about connection, education, and stepping up to the next level in the industry. For Callum, it wasn't just about showcasing his work – it was about learning, networking, and becoming part of a thriving community.



Email – skulpthairreplacement@mail.com
Contact No. – 07503 610730
IG – [skulpt_hairreplacement](https://www.instagram.com/skulpt_hairreplacement)

BLONDE FLAT TOP STEP BY STEP

BABYLISPRO
AMBASSADOR
TARIQ HOWES
SHARES HIS TOP
TIPS AND STEPS
TO CREATING
HIS '90'S
INSPIRED FLAT
TOP USING THE
BABYLISPRO FX
ONE RANGE.



"My inspiration for this look was the late '80s to early '90s New Jack Swing era – think Bobby Brown and Bell Biv DeVoe. A standout reference was Wesley Snipes' character, Simon Phoenix, in Demolition Man, with his bold, bleached-blonde flat-top style. I've been seeing this look pop up occasionally, though it's not as mainstream as I'd like. Tyler, the Creator has revisited different versions of this style in recent years, both in bleached blonde and natural black hair."



“MY INSPIRATION FOR THIS LOOK WAS THE LATE '80S TO EARLY '90S NEW JACK SWING ERA – THINK BOBBY BROWN AND BELL BIV DEVOE.”

STEP 1: Preparation & Stretching the Hair

Begin by thoroughly combing out the hair using an Afro comb to detangle and lift the natural curl pattern. This step is crucial for visualising the true length and shape of the hair.

Next, use the FALCO dryer with the Pik attachment to stretch the hair upwards, focusing on creating maximum height and volume. This not only reveals the client's natural density but also sets the foundation for a clean and structured silhouette.

STEP 2: Creating the Fade

Using the FX ONE LO-PRO Clipper, begin fading the sides, working from the bottom up. Keep the graduation square, particularly around the temple and occipital areas, to maintain structure and strength in the shape.

Refine the edges and create crisp detailing with the Cordless Super Motor Skeleton Trimmer, ensuring the outline remains sharp without losing the fade's smooth transition.

STEP 3: Perfecting the Blend

As you move higher up the head, pay close attention to blending the fade seamlessly into the top length. Maintain clean, straight sections as you go to preserve balance and symmetry. This is where your control of clipper-over-comb and guard transitions is key to achieving a flawless gradient without disrupting the squared geometry of the cut.

STEP 4: Shaping the Top

With the sides complete, re-comb the hair to re-establish height and alignment. Begin cutting through the central vertical section of the top using scissors or clippers, then work outward to connect the top to the faded sides. Focus on keeping the shape square and precise, using vertical and diagonal sections to maintain even weight distribution and balance across the top.

STEP 5: Detailing & Refinement

To finish, use freehand scissor work and your trimmers to refine any unevenness, perfect the corners, and enhance the overall symmetry of the cut. Sharpen the front hairline and temples to bring strength to the silhouette.

This final detailing stage is what elevates the cut from good to great – combining structure, shape, and personality into a bold, wearable look.



TARIQ'S TIPS: Always tailor your technique to the client's natural curl pattern, growth direction, and head shape. The goal is a fade that flows organically into the top, with just the right amount of boldness and precision.

DR D O L O



IT'S THE NEW FRONTIER OF BARBERING... AND WE'RE SEEING THE INDUSTRY BEING INJECTED WITH MORE COLOUR DAILY. WHETHER YOU WANT TO KNOW THE BEST PRODUCTS, THE TOP TIPS OR THE LOWDOWN ON PRICING – WE HAVE IT ALL.

SUN-KISSED & STATEMENT-MAKING

FROM SUBTLE BLENDS TO BOLD BRILLIANCE, OSMO'S EXPERT AMBASSADORS **KYLE ROSS** AND **RYAN FITCHETT** REVEAL THE MEN'S COLOUR TRENDS HEATING UP THIS SUMMER – AND THE MUST-HAVE PRODUCTS TO KEEP THEM LOOKING FRESH.



Looking forward to Summer 2025, there is no doubt that colour will be having its moment in the barbershop. Whether you're seeing clients reach for sun-kissed tones or going all in with fashion-led shades, **OSMO** – the professional haircare brand trusted by top barbers – is at the forefront of the movement. With OSMO Brand Ambassadors **Kyle Ross** and **Ryan Fitchett** leading the charge, 2025 is shaping up to be the year colour goes mainstream in the modern barbershop.

According to Ryan, subtlety is key. "I've had a lot of people reaching out for colouring services," he said, "and the most requested by far has been highlights. Guys are loving natural, sun-kissed tones that add depth and dimension without looking artificial – think effortless surfer blondes and soft caramel tones." This lived-in, natural aesthetic continues to grow in popularity, building on momentum from last year.

Ryan also pointed to a shift toward more low-maintenance options. "More recently, I've seen an increase in low-maintenance colour requests, like soft balayage and natural grey blending," he explained. "Men want subtle enhancements that grow out seamlessly without frequent touch-ups." These techniques not only align with the busy lifestyles of today's clients but also reflect a broader cultural shift – embracing greys and enhancing what's already there.

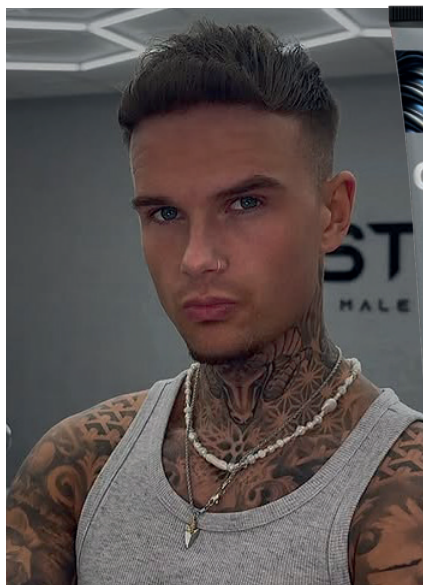
Kyle echoed this move toward authenticity, stating that "natural-looking enhancement" is the biggest trend right now. "Translucent grey coverage has become especially popular – men are moving away from solid, blocky dyes and opting to blend their greys instead," he said. The result? A softer regrowth, and an effortlessly cool finish that requires less salon time and still delivers impact.

But summer is never short on boldness, and Kyle was quick to point out the growing appetite for statement colour. "Bold colour is back," he

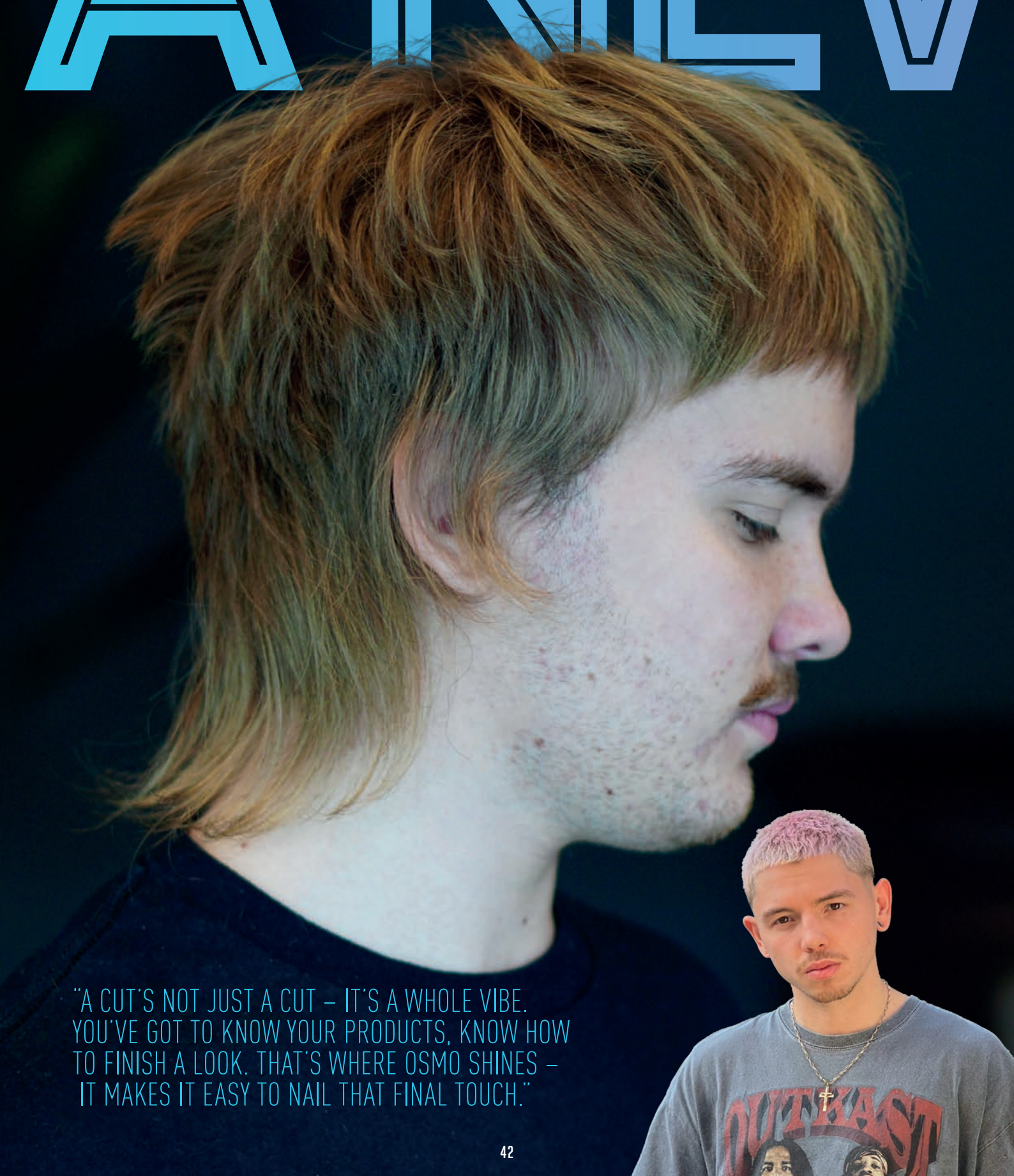
declared. "Bad Bunny has led the way, making pastel pinks, platinum blondes, and icy silvers a signature look." With men becoming more adventurous, there's room for self-expression like never before. To meet this demand, Kyle recommends OSMO's Colour Revive collection (RRP £18.95), available in standout shades like Hot Pink and Platinum Blonde. "It delivers vibrant, head-turning results while keeping hair nourished and healthy," he said.

For those rocking blondes, silvers or highlights, Ryan recommends OSMO's Super Silver No Yellow Mask (RRP £14.95). "It keeps blondes, silvers, and highlights looking fresh while neutralising unwanted brassiness," he said. It's a go-to for clients who want that salon-fresh vibrancy to last between visits.

Whether you're blending greys, enhancing natural tones or pushing creative colour boundaries, OSMO continues to support barbers and stylists with the tools and education they need to lead the charge.



A NEW



"A CUT'S NOT JUST A CUT – IT'S A WHOLE VIBE. YOU'VE GOT TO KNOW YOUR PRODUCTS, KNOW HOW TO FINISH A LOOK. THAT'S WHERE OSMO SHINES – IT MAKES IT EASY TO NAIL THAT FINAL TOUCH."

W E R A

BARBERING'S NEW WAVE IS ALL ABOUT AUTHENTICITY, AFFORDABILITY AND ARTISTRY. DERBYSHIRE-BASED BARBER, OWNER OF HEAVY HANDS BARBERSHOP AND OSMO AMBASSADOR, BRODIE RAESIDE, SAT DOWN WITH US TO TALK ABOUT IT – AND WHY HE IS EXCITED FOR THE NEW ERA OF OSMO.

When it comes to authentic barbering, few do it quite like **Brodie Raeside**. Known for his clean cuts, old-school ethics and modern edge, Brodie has carved a name for himself in Derbyshire and beyond – not just with a pair of clippers, but with a sharp eye on the industry's shifting tides.

"It's different now," he said. "Post-Covid, the way people approach their hair has changed massively. I think lockdown taught a lot of clients that they want something a bit more personal, a bit more real."

That craving for authenticity is echoed in his product choices – and OSMO's new direction is ticking all the right boxes. "It's definitely got that classic vibe, but it's also keeping up with what's fresh. The new packaging looks great on the shelf, but it's what's inside that counts. And it performs."

Barbering, But Smarter

The economics of running a shop in 2025 are not lost on Brodie, who opened Heavy Hands Barbershop in 2019. "It's tough out there right now. Prices are going up – electric, water, rent. You've got to be savvy," he explained. "I'm not cutting corners, but I need brands that don't break the bank. OSMO gives me that."

He added: "The price point's spot on. It's premium, but it's affordable. And that's important – not just for me as a barber, but for clients who want to take something home too."

Brodie's chair-side style is straight-talking and customer-led, echoing the core values that OSMO has been pushing forward in its new brand era. "I can't sell something I don't believe in. My clients trust me, and if I say something works, it's because I've used it, tested it, and I rate it."

Styles That Speak

From textured crops to mullets and skin fades, Brodie's been seeing a move toward more expressive styles. "After Covid, people are being

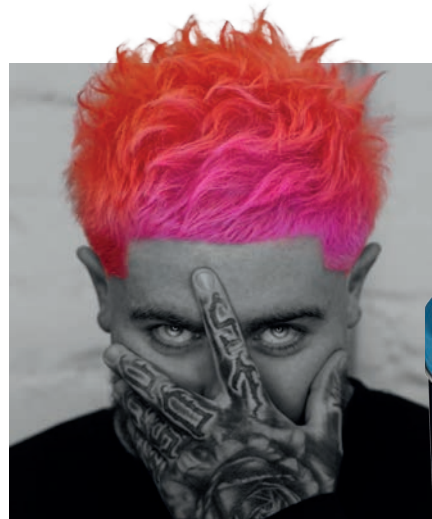
bit braver. The whole 'two back and sides, short on top' thing – nah, that's out. Clients are more open to texture, to shape, to being a bit individual."

He credits social media as a big influence, but insists barbering is still all about trust. "A cut's not just a cut – it's a whole vibe. You've got to know your products, know how to finish a look. That's where OSMO shines – it makes it easy to nail that final touch."

His go-to styling product? "Clay Wax every time," he said. "It's got that dry finish, doesn't weigh the hair down, and it smells unreal. Clients always ask what it is."

The Future

For Brodie, the future of barbering is about "getting back to roots – no pun intended." He sees a clear shift towards integrity and away from over-hyped, overpriced products. "We're not just behind the chair to make money – we're creating confidence, community. That matters."



BRODIE'S TOP 5 OSMO PICKS

1. Clay Wax RRP £11.95

"The OG. Gives a matte finish, tonnes of texture and stays reworkable. Doesn't leave your hands greasy either."

2. Power Powder RRP £13.40

"Perfect for volume, especially on finer hair. Great for crops and quiffs. Gives that gritty lift without looking chalky."

3. Matte Clay Extreme RRP £12.45

"For clients who want hold with zero shine. It's like a concrete setting, but still pliable."

4. Blinding Shine Serum RRP £13.85

"Bingin' for finishing long hair or mullets. Smells amazing and adds a glassy finish without looking oily."

5. Detoxify Shampoo RRP £11.95

"Gets rid of product build-up without stripping the scalp. I always recommend it for clients who style daily."



COLOUR TO THE CORE

AMERICAN CREW ALL STAR, CHRIS O'RIORDAN IS A JACK OF ALL TRADES – AND A MASTER OF ALL! NOT ONLY IS HE A STAR IN THE WORLD OF CUTS AND STYLING AT HIS BUSINESS CORE., IN KILLARNEY, IRELAND, HE ALSO OFFERS AMERICAN CREW COLOUR SERVICES TOO.



With over a decade in the industry, **Chris O'Riordan** has achieved more than some even dream of in their career. From starting his brand **CORE.**, to winning the **American Crew All Star Challenge** two years in a row and becoming part of the American Crew All Star Team. "It's been an amazing journey so far, but honestly, I still feel like I'm just getting started," said Chris. "There's always something new to learn and push forward in this industry."

Chris is skilled in all facets, from running a successful business, to styling and cutting like an all-star. But what many don't know is that Chris has had great success offering beard and hair colouring services in his shop, with the American Crew Precision Blend Express Hair and Beard Service. "It's a game changer," Chris said. "A lot of my clients want grey coverage but don't want anything drastic or artificial looking. This service gives them a natural, subtle look in minutes, without the commitment of full hair colouring. It's quick, effective, and fits seamlessly into a regular haircut or beard trim appointment."

Many barbers are afraid of bringing colour into the shop as they're not sure how it would fit into their barbershop service menu. However, Chris said: "The Precision Blend Express Service slots into a barbershop's menu effortlessly. It's designed to be a quick add on to a haircut or beard trim, taking just 5-10 minutes. It's a perfect solution for clients who might not have considered colour before but want a low maintenance way to refresh their look."

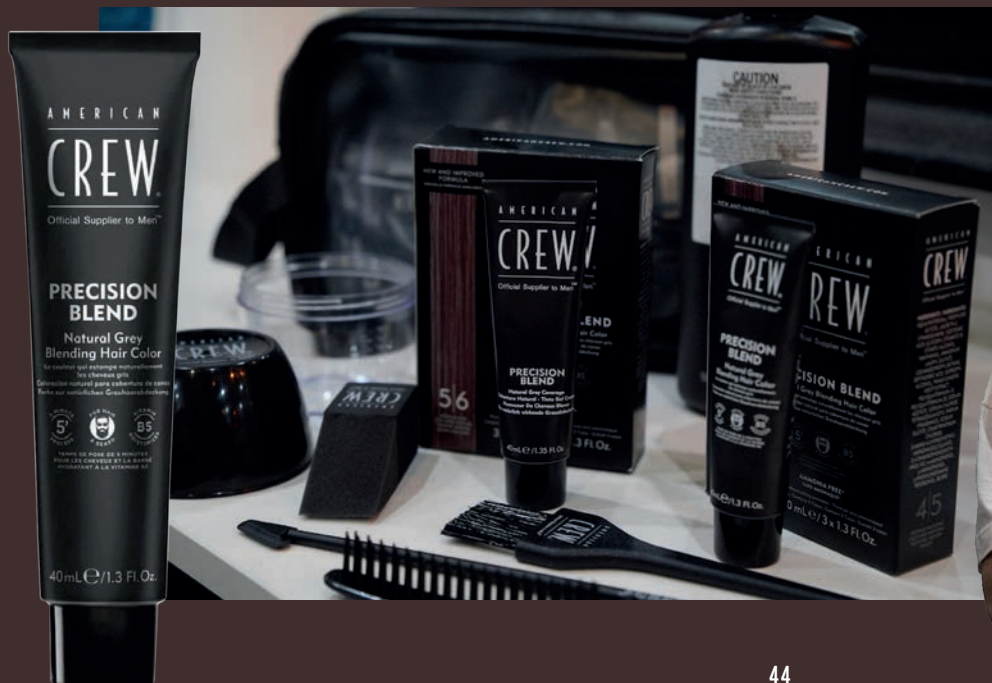
"Since it's a quick express service, it can be slotted between appointments or added to an existing service without disrupting the day's schedule. Instead of having gaps between clients, I'm making better use of my time while also offering more value to my clients. It also encourages repeat visits, as clients return more frequently to maintain their look."

Because of this speedy and affective service, Chris has seen benefits on many levels: "It's a high value add on that increases the average bill without adding a lot of extra time to the appointment. Clients appreciate the subtle, natural look they get from it, and once they try it, they come back for

maintenance every few weeks. Once they see how easy it is, they're more likely to purchase American Crew products to maintain that at home."

So, in 2025, why should barbers be bringing colour into their shops? Chris said: "The barbershop industry is evolving, and offering express services like Precision Blend sets you apart from the competition. Clients want convenience, efficiency, and high-quality results, and this service delivers on all of these. Barbers who don't offer quick, modern solutions like this, risk falling behind. Those who do, will increase their revenue and also build stronger client loyalty."

"It's a simple service but one that makes a huge impact. American Crew has made it easy with their Precision Blend range. My advice would be to educate your clients. Show them that this is a subtle, low maintenance solution that enhances their look. Train your team to offer it confidently as an add on. Once clients see the difference, they'll be hooked. You'll see the benefits in revenue and client loyalty."



Image//
Niall Ashe.

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FORMING DEFINES

BREAKING BOUNDARIES

IN THE WORLD OF BARBERING, FEW PUSH BOUNDARIES QUITE LIKE **PEDRO PLASTIC**. HIS SIGNATURE STYLE BLENDS THE BOLD AND THE CLASSIC, CREATING A VISUAL LANGUAGE THAT IS ENTIRELY HIS OWN.

"My background is in arts and design, so when I became a hairdresser, my goal was always to turn hair into art," Pedro explained. "I draw inspiration from sculptures, paintings, and installations. When I see an image, I immediately start visualising how it could translate into hair."

Bridging the Gap Between Barbers and Colour

Pedro's expertise doesn't stop at his chair – he's also passionate about education. His recent workshop with Slick Gorilla aimed to bridge the knowledge gap many barbers face when it comes to colour.

"Barbers are masters of shape, but many don't feel confident with colour," Pedro explained. "It's not about becoming a full-time colourist, but adding a few solid techniques to their skill set can massively increase their revenue."

The workshop focused on practical, accessible colouring techniques, particularly using Slick Gorilla's new hair dyes. "These dyes are so easy to use – straight from the tube, no mixing required. But you still need to understand how hair reacts to colour," Pedro said. "Knowing the basics – like patch testing and how to handle unexpected reactions – gives barbers the confidence to offer new services."



Pedro's Top 3 Tips

- 1. Find the right mentor:** "Look for hair artists you admire, engage with them online, and see if they offer workshops or one-on-one training."
- 2. Start simple:** "Work with brands that have straightforward products. You don't need 20 steps to create a great colour effect – keep it manageable."
- 3. Be safe and insured:** "Understand the legal side – make sure your insurance covers colour services and always follow industry best practices."



LIGHT 'N' BRIGHT

HAIR LIGHTENING ISN'T JUST FOR SALONS – IN THE BARBER-VERSE, BLEACH IS BLOWING UP. ACCORDING TO BARBER AND COLOUR SPECIALIST **ARSEL PEREIRA**, ADDING LIGHTENING TO YOUR OFFERINGS ISN'T JUST A TREND; IT'S A GAME-CHANGER.

"Hair lightening has become really popular in my barbershop, especially with younger clients looking for something fresh," Arsel told us. "Full bleach and highlights are the top requests – platinum blondes, creative fades, and even subtle sun-kissed effects."

Social media and celebrity influence has fuelled the demand, but achieving a great result isn't as simple as slapping on bleach. "Hair type and texture plays a huge role in how the bleach processes," he explained. "Darker or coarser hair often needs multiple sessions, and I always check scalp sensitivity beforehand."

For Arsel, using the right products has been key. "I trust Wella Blondor and Schwarzkopf Igora Vario for lift – they give strong results whilst minimising damage. For toning, Redken Shades EQ is brilliant

for customising shades, and Fanola No Yellow works wonders for knocking out brassiness."

But the service doesn't stop once the client has left the chair. "Aftercare is everything," he said. "I always recommend purple shampoos, deep conditioning treatments, and heat protection to keep the hair looking sharp."

For barbers looking to level up, Arsel's advice is simple: "Educate yourself, invest in quality products, and set realistic expectations. Lightening services aren't just about aesthetics – they build client trust and boost business."

Adding colour to your skillset isn't just a creative move; it's a smart one. Ready to blonde up your barbershop?

"HAIR LIGHTENING HAS BECOME REALLY POPULAR IN MY BARBERSHOP, ESPECIALLY WITH YOUNGER CLIENTS LOOKING FOR SOMETHING FRESH."





DARE TO COLOUR BOLDLY

IN A WORLD WHERE BOLD HAIR TRANSFORMATIONS RULE SOCIAL MEDIA, YOUR CLIENTS DEMAND MORE THAN JUST A GREAT CUT, IF YOU'RE NOT USING THE MOST ADVANCED COLOUR SYSTEM, YOU'RE NOT JUST BEHIND – YOU'RE MISSING OUT.

Enter **Kray Color** by L3VEL3 – a revolutionary hair colour line designed for barbers and stylists who want to push creative boundaries while protecting hair health.

Developed in collaboration with industry expert Chrystofer Benson, Kray Color is more than just a product – it's a game-changer for barbers who want to offer bold, long-lasting, and healthy colour services.

Chrystofer Benson told us: "At L3VEL3, we're constantly pushing the boundaries of hair colour technology. Our commitment to quality, performance, and innovation means that Kray Color will continue to evolve – bringing even more vibrant shades, stronger formulas, and game-changing advancements for barbers and stylists worldwide."

Kray Color's Must-Have Performance:

Moisture Boosting – Kray Color is proven to increase moisture in the hair, preventing dryness and damage.

Tangle-Free Hair – Increases combability by up to 85%.

Long-Lasting Vibrancy – Retains over 60% of colour intensity for 50 washes.

Stronger, Healthier Hair – Reduces breakage by 85%.

The Secret Ingredients:

Wheat Protein – Boosts moisture retention, enhances shine, improves hair manageability.

Olive Oil – Deeply hydrates, fights frizz, keeps hair soft and resilient.

Creatine – Strengthens hair from within, adding volume and long-lasting durability.



HOT TIPS ON COOL BLONDES

ARTISTIC AMBASSADOR FOR REVLON PROFESSIONAL AND EDITORIAL STYLIST, **DANILO GIANGRECO**, THE KING OF TRANSFORMATIONS, OFFERS HIS TIPS FOR ACHIEVING THE BEST BLONDES.

"When colouring short hair, precision is everything. Every section and stroke is visible — there's no room to hide patchy applications or missed spots. Because of this, even the most subtle variations in tone or lift can be noticeable. For longer hair, there's more visual forgiveness, and the technique can be slightly more fluid and creative (especially with balayage or gradient colouring)."

Daniilo continued: "Short hair tends to process faster due to scalp heat, so timing and control are crucial. Thin sections and precise application are critical since every flaw is visible. For longer hair, saturation is key."

We asked Daniilo why more barbers should be investing in colour education. He said: "Social media, celebrity influence, and fashion-forward trends (think bleached buzzcuts, bold tones) have made it more appealing."

"Barbers could benefit from basic colour training to offer quick, impactful add-on services."

"Collaborating with colourists or learning from them opens up new revenue streams and keeps clients in-house."

Top Tips:

- Always be mindful of scalp sensitivity – short hair = more skin contact.
- Process quickly and evenly – any inconsistency will show.
- Avoid overlapping if doing reapplications or touch-ups, as it's easy to overprocess the hair or scalp.
- Use bond builders to preserve hair strength, even on short hair.
- Toner choice should reflect the client's style – natural, edgy, or statement.

Daniilo's Colour Kit

- Revlon Magnet 9 level for the cleanest blondes.
- Magnet Ultimate Technical Additive with BondIN System for clean lifts and scalp comfort.
- The Magnet Soft Lightener cream, a great technical product to use as a pre-toner.
- Colour Excel Gloss as a toner for perfect and glossy toners.

Revlon is ideal for barbers because:

- It's accessible and easy to work with.
- The colour range is versatile – from subtle to bold.
- Training and support are always available..



IN RECENT YEARS, A BOLD SHIFT HAS TAKEN HOLD IN THE BARBERING WORLD – WITH COLOUR TRANSFORMING THE POSSIBILITIES. NO LONGER JUST THE DOMAIN OF HIGH-END SALONS – VIBRANT HUES, LIVED-IN BLONDES, AND CREATIVE BLEACHING TECHNIQUES ARE NOW STAPLES IN THE BEST BARBERSHOPS. AND HELPING TO LEAD THE CHARGE IS MR BLONDE IN GLASGOW.

MR GOES BLONDE



Mr Blonde wasn't always the dynamic, colour-forward space it is today. The shop's journey into colour was driven by a desire to break stereotypes and embrace a broader clientele. "We wanted to create a space where everyone felt welcome – whether they wanted a classic skin fade or an icy platinum blonde," explained Kirsty, a hair artist at Mr Blonde. "It was about removing barriers and showing that barbering can be about so much more than just cuts."

The shift to colour wasn't just a stylistic choice; it was also a business evolution. "We started seeing more and more clients asking for bleach, for vibrant tones, for something different," Kirsty said. "So, we thought – why not go all in?" Now, colour is a major part of the Mr Blonde

identity. With Kirsty and her colleague Tony offering a range of colour services, and having done so for the past four years, they've tried virtually all colour products on the market. And the best? Their verdict is Wella. "It's our go-to for everything from lighteners to toners," Kirsty told us. "It gives us the reliability and performance we need for all hair types."

Whilst Mr Blonde can offer virtually every colourful client request, grey coverage requests have been skyrocketing. "We do a lot of grey coverage here at Mr Blonde," Kirsty said. "A lot of people don't want a blocky, obvious dye job – they want something that softens their greys and blends them seamlessly into their natural hair." Rather than opting for harsh, one-tone colouring, Mr Blonde's

"IT'S ALL ABOUT ACHIEVING THAT EFFORTLESS, NATURAL LOOK THAT CLIENTS LOVE."



“THE BEST BUSINESS ADVICE I COULD OFFER A BARBERSHOP IS TO ALWAYS CONTINUE TO HAVE YOUR SERVICES EVOLVE.”

team focuses on bespoke grey blending. “We use toners and demi-permanent colours to create a more natural effect,” she explained.

The team at Mr Blonde tailors each service to the individual, ensuring the colour complements skin tone and hair texture. “We work with what’s already there, rather than trying to cover it up completely – even if it’s just a quick touch up on their sideburns,” Kirsty added. “It’s all about achieving that effortless, natural look that clients love.”

The Social Takeover

The rise of Instagram and TikTok has played a massive role in the popularity of colour services. “Clients walk in with screenshots of hair they’ve seen online, and they want that exact look,” Kirsty explained. “Social media sets trends faster than ever, and it’s our job to stay ahead.”

This visibility has also been a game-changer for business. “Before we really leaned into colour, we were getting bookings at a steady rate. Now, we have waiting lists,” Kirsty said. “The profit margins on colour are also higher than traditional

barbering services, so it makes complete sense from a business perspective.”

For barbershops looking to integrate colour, Kirsty had some key advice. “Start small. Learn the basics of lightening and toning before jumping into vivid work. Invest in quality products – and most importantly, market it! Show your work on social media, document the process, and let people know you do more than just fades.”

Looking Ahead

With more men embracing colour, and barbershops evolving into diverse hair hubs, the future of barbering looks brighter than ever – literally. “The stigma around men and hair colour is breaking down,” Kirsty said. “We’re seeing more natural tones, lived-in blondes, but also bold pastels and platinum on men who wouldn’t have considered it five years ago.

“The best business advice I could offer a barbershop is to always continue to have your services evolve. Having a unique selling point to your business will always be key – that’s the key to being able to grow your business.”



TOP COLOUR TRENDS AT MR BLONDE

Lived-in Blonde

“Think soft, low-maintenance blondes that grow out beautifully.”

Icy Platinum

“White-toned blondes are always a statement.”

Soft Pastels

“Muted pinks and lilacs are big right now.”

Natural Enhancements

“Glossing and subtle lifts for healthy, shiny hair.”



CONSULTING ON COLOUR

ADDING COLOUR SERVICES TO YOUR MENU CAN ATTRACT AN ENTIRELY NEW CLIENTELE BASE – BUT IT’S LIKELY YOUR CONSULTATIONS WILL NEED AN UPDATE. THAT’S WHY, IN HIS LATEST COLUMN, GRAEME MACASKILL IS HERE TO TALK YOU THROUGH EVERYTHING YOU NEED TO KNOW FOR A SUCCESSFUL COLOUR CONSULTATION.

The era of the humble “two back and sides with a bit off the top” is over. In recent years, barbering has become much more intricate in terms of both the craft and the responsibility – mirroring the technical approach that has traditionally been used in hairdressing practices over the past several decades. It’s safe to say we have well and truly caught up.

In-depth consultations have become a game changing addition to a barber’s toolbox. Nowadays, if anything goes wrong with your services you can rest assured it’s because of a lack of communication in the first five minutes of an appointment.

Your consultation isn’t just your time to examine a client’s hair type, face shape, and personal style. It’s the time to gain as much knowledge and information as possible regarding both a client’s personal preferences and limitations.

It’s an opportunity to understand your client’s likes or dislikes and creating a plan that will impact not only the outcome of their visit that day, but the long-

term potential of future haircuts. By creating plans for future visits, you increase your chances of securing the client’s loyalty in the long run.

As advanced as our approach is now, there is still work to be done. Which leads me onto colour... hair colouring trends in men’s hair has frequently evolved over the years.

From the frosted tips and capped highlights nightmare of the late 1990s/early 2000s, to the cool iced toners and pastel shades of recent times.

Staying up-to-date on the latest trends and techniques is vital. Whatever outcome your client envisions, you must be able to deliver, or in some cases, reject. When consulting on colour, how you manage the client’s expectations is imperative.

Clients usually only ever see the finished result of a desired colour; they may not understand that achieving it can be a process. And you shouldn’t expect them to. They’re not the professionals.



“WHEN SELECTING A COLOUR, CLIENTS TEND TO TAKE INSPIRATION FROM SOCIAL MEDIA OR MAGAZINES, UNAWARE THAT MAINTAINING VIBRANT COLOUR ALSO REQUIRES EFFORT ON THEIR BEHALF.”



“STAYING UP TO DATE ON THE LATEST TRENDS AND TECHNIQUES IS VITAL. WHATEVER OUTCOME YOUR CLIENT ENVISIONS, YOU MUST BE ABLE TO DELIVER, OR IN SOME CASES, REJECT. WHEN CONSULTING ON COLOUR, HOW YOU MANAGE THE CLIENT’S EXPECTATIONS IS IMPERATIVE.”

Recently, a client showed me a picture of a colour he had in mind. A full head bleach with an ash toner, which rather brazenly also featured flashes of purple, red, and blue.

Personally, I thought it was horrible, but aside from that, such a colour only tends to look good the day said photograph was taken. I know this – but they don’t.

The reality is, the client will go home, wash their hair, and all those colours will bleed into one another. If you do not advise your clients on the responsibility they have when maintaining their colour, they will blame you when the inevitable happens and it all goes wrong – and rightly so!

That’s why recommending aftercare is crucial when managing a client’s expectations.

If a client uses cheap shampoos, regularly swims in chlorinated pools, frequently visit saunas or batters the tanning beds, that lovely ash toner you’ve just done will turn egg yolk yellow faster than a

toddler changes their mood. Using the appropriate shampoos and avoiding things that quickly fade colours will make all the difference.

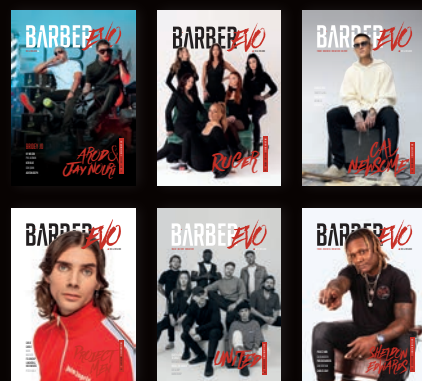
When selecting a colour, clients tend to take inspiration from social media or magazines, unaware that maintaining vibrant colour also requires effort on their behalf. This is why your consultation must be on-point. Your expertise not only relies on how to apply colour properly, but also on how to correct maintenance issues they may require going forward.

Financially, colouring services can significantly boost your barbershop’s revenue and create long lasting client relationships. If you don’t offer services beyond haircuts, you risk losing clients to your competitors.

Expanding your menu with diverse services will not only increase client retention and keep your business flourishing. It will make your day that bit more interesting, even if it means sometimes running behind or ruining a good T-shirt.



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THE PRINCE OF PLATINUM

FOR BARBERS LOOKING TO ELEVATE THEIR COLOUR SERVICES, LOVE MORE LIFESTYLE'S FOUNDER, ERIC LOVEMORE, SHARES HIS TRIED-AND-TESTED METHOD TO CREATE A FLAWLESS PLATINUM LOOK. FROM BLEACHING TO TONING AND AFTERCARE, HERE'S THE COMPLETE GUIDE.

The Platinum Process: Step-by-Step

1. Skin Patch Test (48 Hours Before Bleaching)

Before starting any bleaching process, always conduct a patch test. Eric explained that he "applied a small amount of bleaching powder mixed with 20 Volume Cream Developer on the skin to check for any allergic reactions."

2. Preparing the Hair

Product build-up can interfere with the bleaching process. Eric noted: "I washed the hair with Love More Shampoo to remove any residue and dried it to about 80% before applying the bleach."

3. Mixing the Bleach

"The right consistency is crucial," Eric said. "I mixed 40g of bleaching powder with 80g of 20 Volume Cream Developer in a 1:2 ratio until smooth and creamy."

4. First Bleach Application

Timing and application order are key. "I started at the hairline and worked through the longest sections first, saving the crown for last since it processes the fastest," Eric shared. "The hair was covered with a plastic cap and left for an hour."

5. Rinsing the First Application

After the first round, Eric explained: "I thoroughly rinsed the bleach out with lukewarm water and dried the hair to 80% before the second application."

6. Second Bleach Application

For an even lift, a second round was necessary. "I repeated the sectioning and application process, monitoring the development until the hair reached the inside of a banana shade, about 30 minutes."

7. Final Rinse

Eric ensured that "all bleach was rinsed out thoroughly with lukewarm water before moving on to toning."

8. Toning with Purple Shampoo

To counteract any yellow tones, toning is essential. "I towel-dried the hair and applied Love More Purple Shampoo, leaving it on for 2-5 minutes before rinsing thoroughly," Eric explained.

9. Conditioning & Sealing the Cuticle

Hydration is key for maintaining platinum hair. "I applied Love More Argan Oil Conditioner to lock in moisture and seal the cuticle, preventing brassiness," Eric said. "After a few minutes, I rinsed thoroughly."

10. Hair Care Routine for Maintenance

To keep the platinum tone fresh, Eric recommended: "Using Purple Shampoo 2-3 times a week and Love More Argan Oil Shampoo & Conditioner on alternate days for hydration and repair."

11. Styling the Final Look

To complete the transformation, Eric styled the platinum look with Love More Volumising Hair Dust for added texture and lift.





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L3VEL3

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VOLUMISING HAIR DUST
THE ULTIMATE STYLING ESSENTIAL.

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EITHER YOU RUN THE DAY OR THE DAY RUNS YOU."



CUT OF THE EDITION

JOE JONAS
Grown out crop.



SHAW TIMES



ALBUM OF THE EDITION

GLASS BEAMS
Mahal

Hey up !! Summertime is here. It's been a long winter so glad we are here! I've gotta compliment all the British people I work with in my role as Director of Education for Wahl Professional EMEA, you guys prove to me you're the best – so professional and disciplined, it really does show while I'm out and about. I have been living life in Germany recently, and visited Baden-Baden... what a city that is! It's so nice and I would definitely recommend for a weekend trip away.

I'm not seeing much that rocks me out here, but for me, I'm loving the grown-out crops and seeing people embrace their natural hair texture as well as the '90s Hugh Grant flop fringe. Hey, but listen, whatever suits your clients is in style!! Have a great summer take in loads of dough and enjoy the sun.



SHOP OF THE EDITION

DAMIANOS
Bedford, England.



TOP TIP

Using trimmers sometimes instead of clippers can make your job easier.

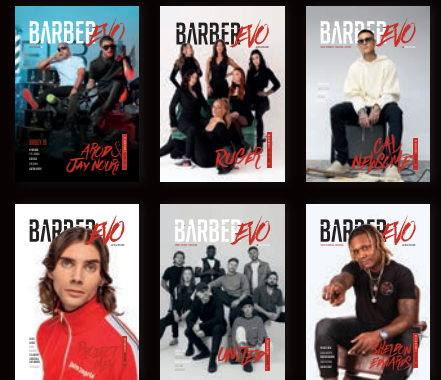


PLAYER OF THE MONTH

ALEJANDRO GARNACHO
MANCHESTER UNITED



SUBSCRIBE



MEET THE TEAM

MORGAN JONES.

Wahl Artistic Team Member
Owner of Morgan Jones Barbers



WAHL TOOL

Limited Charity Edition
Vanquish™ Hair Dryer – Little
Princess Trust, £120.00



PRODUCT OF THE EDITION

NEW BALANCE
1906R Cordura Trainer, £140.00

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SIMON SHAW

Wahl Professional Global Artistic Director

@simonshaw_ss



Standard Cut 30min
Choice Cut 45min
Prime Cut 50min
Dye/Cuts
Back Shave 18min
Neck Shave 20min
Crazy Shave 25min
Sneaky Shave 20min

in te

THE BUTCHERS CHOP SHOP

Est// 2021

Location// Manchester, UK

Furniture//
Takara Belmont

Brands//
Cape Gang

Stations// 7

SERVICES

Haircut// £35

Shave// £25

Jr Haircut// £25

Haircut & Beard // £55

Featured in BarberEVO
UK & Ireland Issue 29



rior's

BARBERSHOP OF THE EDITION

IRONWORKS BARBER CO

"I EVEN HAVE PEOPLE COMING INTO THE SHOP JUST TO BUY THE PRODUCTS, EVEN IF I DON'T CUT THEIR HAIR."

IRONWORKS BARBER CO

Est// 2023

Location//
Nailsworth, England

Furniture//
REM

Brands//
Uppercut Deluxe, Cape Gang

Stations// 2

SERVICES

Haircut// £17.50

Skin Fade// £20.00

Beard Trim// £15.00



EVERY BARBERSHOP HAS A STORY, BUT FEW STAND OUT AS TRUE PILLARS OF CRAFTSMANSHIP, COMMUNITY, AND INNOVATION. THAT'S WHY IN THIS ISSUE, WE ARE SPOTLIGHTING **IRONWORKS BARBER CO** AS OUR BARBERSHOP OF THE EDITION. MORE THAN JUST A PLACE FOR A FRESH CUT – IT'S A HUB FOR CREATIVITY, CULTURE, AND CAMARADERIE.



"I've always been cutting hair – since I was about 17," **Ryan McCarthy**, owner of **Ironworks Barber Co**, told us. "I started in hairdressing, doing work experience at a salon, mostly washing out blue rinses, which was fun.

"I later went into care work, but when my mate opened a barbershop, he knew I had some experience and asked if I wanted to join him. I'd always wanted to, so I said yes. That was seven years ago. From the start, I aimed to open my own shop. As time went on, I knew it was something I had to do, and I eventually made it happen."

THE SPACE

When it came to selecting the space for Ironworks Barber Co, Ryan was won over by the unique shopfront and special building features. "At first, I didn't take this space because of the window setup – it wasn't a typical shopfront. But a month later, I reconsidered and realised how unique it was," he noted. "It's in an old hotel, which gives it a quirky character – massive windows, high ceilings, and loads of charm.

Everything came together in 2023 when I opened Ironworks Barber Co, and it's been amazing. Now, we're looking to add a third station. I wanted a building with personality, and this place fits perfectly. The old hotel layout means there are hidden rooms and unique features, like the grand archway at the entrance. You walk in through the arch, and the door leads into this open, airy space. It's got a lot of character."

ATMOSPHERE

Anyone who has spent considerable time in the barbershop will tell you that atmosphere is everything, which is why Ryan perfected the vibe of the shop through the décor and interiors. "I like everything to coordinate – the colours and the overall vibe," he enthused. "It's a relaxing space, not with a chilled-out atmosphere, which is exactly what people want when they come in for a haircut.

"Nailsworth has a strong community feel. It's got a hippie vibe, which means we get a really fun and diverse clientele, that makes the shop an interesting place to be."

DETAILS

Taking one look inside Ironworks Barber Co, you can see that Ryan has considered the space down to the smallest details – from the pink walls, carefully curated furnishings, and art decorating the walls.

However, one of their most eye-catching statement pieces comes in the form of capes... "I've known Paul, the owner of Cape Gang, for ages – he used to cut my hair," Ryan laughed. "We became friends, and I invested in his products as well as adding that extra layer to the arty interiors in Ironworks. Their products and designs suit the shop really well and match our eclectic interiors. On top of their stellar selection of capes – with a variety of different patterns and colours – the quality is incredible too. Cape Gang couldn't be run by two nicer people than Paul and Anna so we are really happy to be using their capes for our clients." ►



“WITH **REM**, THEY SUIT THE SIZE OF OUR SHOP AND MOST IMPORTANTLY, CLIENTS ALWAYS COMPLIMENT THEM BECAUSE THEY’RE COMFORTABLE AND PRACTICAL.”

Only barbers will understand the task of selecting the perfect chair to accompany their barbershop – from colour and size to client comfort – it’s all important. “Originally, I considered going down a more traditional route for the barber chairs,” Ryan explained. “However, it was just me in the shop for a long time and that didn’t suit my needs. I felt like I was just jumping on the bandwagon for the sake of it. The ones I was looking at were a bit too expensive, so in the end, I decided to go down the route that made the most sense for me – which was REM. They are a great company, with so many different options and customisations to choose from. When I was renting a chair in my last shop, it was an REM model, and the furniture was always solid, so I decided to stick with them.”

Ryan continued: “REM chairs are minimalistic – not bulky or overpowering, which keeps the space open. You go into some barbershops and the chairs are so big and bulky – it’s almost like sitting on a machine in the middle of the shop. With REM, they suit the size of our shop and most importantly, clients always compliment them because they’re comfortable and practical. I was really worried about selecting the correct colour for the shop, as I’ve said before I wanted everything to be complimentary.”

BRANDS

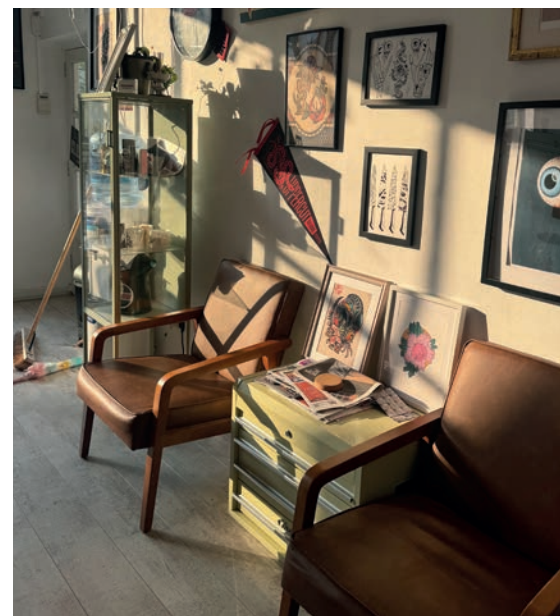
Another key aspect of the Ironworks Barber Co philosophy is their dedication to Uppercut Deluxe – standing out as a true pillar in the barbering community. “I’ve always been into skating, surfboards, and that whole scene – so Uppercut

Deluxe just aligns with everything I love about cutting hair,” Ryan told us. “They look after their barbers so well. You talk to barbers, and everyone agrees – not a single product misses. I have people coming into the shop to buy the products, even if I don’t cut their hair. They’ve seen we stock it and come straight in off the street to pick it up.”

COMMUNITY

For Ryan, being inclusive of the community where he is based is a huge part of his business philosophy. “We do a lot of haircuts for people with autism and learning disabilities. We offer quiet appointments and even shut the shop if needed,” he explained. “We adapt to what makes clients comfortable – for example, I cut a kid’s hair while he sat on the floor because that’s where he felt safe. We’ve built a reputation for this, which I love.” •

“THEY SUIT THE SIZE OF OUR SHOP AND MOST IMPORTANTLY, CLIENTS ALWAYS COMPLIMENT THEM BECAUSE THEY’RE COMFORTABLE AND PRACTICAL.”



REM

E A R T H

Brookland

Vermont



Great British
HANDCRAFTED
Barber Furniture



GUILLAUME FORT POUR L'HOMME

IF YOU ARE LOOKING FOR CLASS AND LUXURY IN A BARBERSHOP, YOU MAY FANCY YOURSELF A TRIP TO SAINT-ESTÈVE, FRANCE, TO VISIT **GUILLAUME FORT POUR L'HOMME!** WITH LAVISH TAKARA BELMONT FURNITURE, HIGH QUALITY PRODUCTS, AND UNPARALLELED ATTENTION TO DETAIL, GUILLAUME FORT IS ONE TO WATCH.

"OUR GOAL WAS TO TRANSPORT CLIENTS THROUGH TIME, IF ONLY FOR A MOMENT, WHILE STILL OFFERING THE BENEFITS OF MODERN-DAY COMFORT."

Photography//
Nacer Hamadi.

GUILLAUME FORT POUR L'HOMME

Est// 2007

Location// Saint-Estève, France

Furniture//

Takara Belmont

Brands//

American Crew, Wahl

Stations// 6

Instagram// @fortguillaume

SERVICES

Haircut// €31

Kid's Haircut// €27

Cut & Shave// €57

Beard Trim// €23

Hot Towel Razor Shave// €31



"We first opened a men's only hair salon in 2007," Guillaume shared. "But it was small and lacked nearby parking, so we decided to move to a new location, one that was more spacious, better suited to our needs, and equipped with parking. That decision made all the difference!"

Guillaume and his wife Marlène's new salon, Guillaume Fort Pour L'homme, located in Saint-Estève in the south of France, has been operating since 2012. Marlène said: "What sets us apart is the customer experience we offer, with meticulous attention to detail and craftsmanship in an authentic space with a warm, cosy and distinctly masculine atmosphere. We work as a team, and the energy among us plays a crucial role in ensuring that each client feels welcome, satisfied, and relaxed."

With the interior design, Marlène and Guillaume aimed to create an authentic salon space with a vintage touch. Marlène said: "To achieve this, we carefully selected high-quality materials, warm tones, and a layout that balances both functionality and comfort. What we love most is this unique combination of openness and intimacy which allows every client to feel privileged yet at ease, enjoying the overall ambiance of the space. Our goal was to transport them through time, if only for a moment, while still offering the benefits of modern-day comfort."

When you think of furniture that is both traditional, authentic, and luxurious, one of the first brands that will come to mind is, of course, Takara Belmont. Guillaume told us: "Choosing the Takara Belmont brand was an obvious decision due to the exceptional quality of its products; it is truly a benchmark when it comes to barber chairs. ▶"

"WHAT WE LOVE MOST IS THIS UNIQUE
COMBINATION OF OPENNESS AND
INTIMACY WHICH ALLOWS
EVERY CLIENT TO FEEL
PRIVILEGED YET
AT EASE"

Find out more about Takara Belmont's 0%,
zero deposit Finance Lease Scheme.

takarahairdressing.co.uk/finance

“THESE CHAIRS
HAVE BECOME TRUE
CENTREPIECES IN OUR
SALON. NOT ONLY
DO THEY PROVIDE
EXCEPTIONAL COMFORT
FOR OUR CLIENTS, BUT
THEY ALSO REINFORCE
THE SENSE OF QUALITY
AND PROFESSIONALISM
THAT WE STRIVE TO
CONVEY IN EVERY
DETAIL OF OUR SPACE.”



“Despite their vast selection, we opted for the Legacy model because it perfectly combines comfort, durability and authenticity. Its timeless design blends seamlessly with the aesthetic of our salon.”

But not only were Marlène and Guillaume drawn to the brand for the chairs aesthetics and quality, but the reputation of the brand and the customer service they received. Marlène said: “The service was truly excellent from start to finish. We went through one of their distributors in France, Maison Delorme, with whom we regularly collaborate, and as always, everything went smoothly and

professionally. Their team was highly responsive and attentive to our needs. The follow-up was rigorous, and delivery was perfectly on time.

“When the chairs arrived, we were eager to see them and honestly, the result exceeded our expectations. These chairs have become true centrepieces in our salon. Not only do they provide exceptional comfort for our clients, but they also reinforce the sense of quality and professionalism that we strive to convey in every detail of our space.”

Quality is something Marlène and Guillaume care about in every aspect of the business, from the

service they offer clients, to the chairs they sit in, down to the products and tools they use for their craft. That’s why they choose to use American Crew and Wahl Pro. Guillaume said: “I am very proud to be an ambassador for American Crew and Wahl. To me, American crew embodies timeless style with innovative products that deeply respect men’s grooming needs.

“Wahl, on the other hand, is synonymous with precision, it is a trusted brand for professionals seeking performances and reliability.

“These two brands perfectly reflect our values: quality, innovation, and tradition.” •



“CHOOSING THE **TAKARA BELMONT** BRAND WAS AN OBVIOUS DECISION DUE TO THE EXCEPTIONAL QUALITY OF ITS PRODUCTS; IT IS TRULY A BENCHMARK WHEN IT COMES TO BARBER CHAIRS.”

LEGACY 95

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BELMONT**
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Beyond the Basics

FROM COFFEE AND MUSIC TO TATTOOS AND COMMUNITY HUBS, MODERN BARBERSHOPS ARE EVOLVING BEYOND JUST HAIRCUTS. WE EXPLORE THREE UNIQUE BARBERSHOPS – **CULT & COFFEE, THINK.,** AND **VK69** – THAT ARE REDEFINING THE CLIENT EXPERIENCE BY BLENDING BARBERING WITH COMPLEMENTARY SERVICES.

Gone are the days when a barbershop was just a place to get a trim. Today, barbershops are diversifying their services, offering everything from fresh brews to permanent body art. Whether it's integrating coffee culture, tattoo artistry, or even a listening bar, barbershops are proving they can be more than just a grooming space – they're becoming lifestyle destinations.

This new wave of barbershop culture is about creating a space where people can connect, unwind, and experience something beyond the scissors and clippers. These hybrid spaces are curated with purpose – blending personal style with atmosphere, hospitality, and community. From curated soundtracks and specialty coffees to inked expression and collaborative events, the modern barbershop is evolving into a cultural hub. We spoke to the barbers and owners behind three innovative shops that are changing the game.



VK69

VK69 takes the barbershop-tattoo studio concept to another level, offering clients a seamless blend of grooming and body art.

"We're a concept shop," said Angel, a barber at VK69. "Downstairs is the barbershop, where three of us work – one from Ukraine, one from Moldova, and me from Romania. Upstairs is our tattoo studio."

The synergy between the two services is undeniable. "Clients come for a haircut and start talking about getting a tattoo. It works both ways – tattoo clients decide they want a fresh trim."

VK69 keeps its branding separate for barbering and tattoos but ensures clients feel at home in both spaces. "We want customers to feel like they're in their living room – relaxed, comfortable. They can grab a coffee, play FIFA, or just hang out."

The VK69 team, led by shop owner Victor, have even developed their own product line. We wanted products that actually work for barbers."



Cult & Coffee

When Jordan, the owner of Cult & Coffee in Salford Quays, was offered a larger space than he'd initially intended for his barbershop, he saw an opportunity. Rather than simply filling the extra room with more barber chairs, he created a dynamic space where barbering meets coffee, culture and, soon, music.

"We felt they worked hand-in-hand and could complement each other," said Jordan. "Throw in a variety of licences, and we had an added income stream, especially with the football crowds from Old Trafford nearby."

Running two businesses in one space comes with its challenges, particularly when balancing a team of self-employed barbers with employed coffee shop staff. But Jordan and his wife, who co-own the shop, have made it work.

"All our clients receive a speciality coffee, draft beer, or soft drink upon arrival," he said. "It's a great way to enhance the customer experience and introduce them to our café menu, which includes amazing focaccia sandwiches and protein balls."

Think.

Think. isn't just a salon. It's a café, a tattoo studio, and a creative space where community comes first.

"The concept is built around the idea of connection," hair artist at Think., Kelcey, explained. "You walk in, you're greeted by everyone at the café, and you get a free coffee. If you've got an appointment for a haircut or tattoo, you're then led to

our little glass box at the back."

The name 'Think.' comes from a verse in Proverbs, reflecting the business's deeper philosophy. "It's all about creating a space where people can reflect, be inspired, and express themselves. Whether you're a client, a tattooist, a hair artist, or a barista – you get to experience that here."

"It's not just about the services we offer – it's about the culture we build."



CAPE GANG

Aztec Cape

£24.00, capegang.com

COMFORTEL

Blackbird Barbers Chair

comfortel.co.uk



CSS

Jade
Hairdresser
Barber
Backwash Unit

£750.00,
[csssalon
supplies.com](http://csssalon
supplies.com)

REM

Montana
Barbers
Unit With
Backwash
Basin

rem.co.uk



TAKARA BELMONT

Inova EX

[takarahair
dressing.co.uk](http://takarahair
dressing.co.uk)





POWER MEETS PERSONALITY

WHEN PERFORMANCE AND PERSONALISATION COLLIDE, YOU GET SOMETHING TRULY PHENOM-ENAL. THE NEW ANDIS PHENOM CLIPPER & TRIMMER DUO ISN'T JUST ENGINEERED FOR PRECISION AND CONTROL – IT'S DESIGNED TO STAND OUT IN THE HANDS OF THE ARTIST BEHIND THE CHAIR. AND SOMEONE WHO KNOWS THIS BEST, IS JOHN MOSLEY AKA @POPULAR_NOBODY.



Introducing the **Phenom Clipper** and **Trimmer**, a revolution in innovation and design, combining cutting-edge technology with personalised style to meet the evolving demands of today's barbers. Featuring four interchangeable cover and grip colour combinations, this customisable set lets barbers and stylists express their individual style while delivering consistent, high-powered results.

Andis Global Educator and BarberEVO North America columnist, John Mosley sat down with BarberEVO at America's Beauty Show in Chicago to tell us all about his favourite features of the latest Andis innovation, the Phenom Clipper & Trimmer. John told us: "Our focus at ABS was definitely

putting the Phenom Clipper & Trimmer in as many hands as possible. I think people loved the fact that we've introduced a new looking tool that comes with a brushless motor that does have the power.

"My first reaction when I saw the Phenom Clipper & Trimmer, I said, 'Wow, that's different for us'. You know, the look and the design of the clipper was definitely different from the usual tools at Andis, but also the features introduced were different too."

But the innovation doesn't stop at aesthetics. The Phenom Clipper comes with a unique click/no-click lever, giving pros the choice between tactile feedback or fluid motion – whichever suits their cutting style. It's modern, it's versatile, and it's

built for those who take their craft seriously.

John noted: "We have the click/no click lever which means you can basically make the lever have that stopping and click motion – or you can take a piece out and it'll be a smooth transition, very similar to the Andis Master Cordless Clipper."

So, where will the duo thrive in cutting? John said: "These tools are universal. They could create anything – whatever you feel inspired to create. For me, because of the clipper's brushless motor, it has a lot of power, 7000 blade strokes per minute, so it is great for cutting longer hair like mullets. Whatever you want to create, you can do it with this clipper and be a true artist."

EXCEPTIONALLY PHENOMENAL

Introducing the Phenom™ Clipper & Trimmer

Adjustable
DLC-Coated
Phaze Blade™,
Size 0000-0A

Click/No-Click
Lever

High-Speed
Brushless Rotary
Motor - 7,000 SPM

Lithium-Ion Battery
- Up to 2.5 Hours of
Run Time

BOTH TOOLS:
Premium USB-C
Charging Stand

DLC-Coated
Deep-Tooth T-Blade

Exposed Line of Sight


BOTH TOOLS:
Interchangeable
Cover & Grip

Durable, Full-Metal
Housing with
Ergonomic Design

High-Speed
Brushless Rotary
Motor - 7,200 SPM

Lithium-Ion Battery
- Up to 4 Hours of
Run Time



A man with short dark hair, wearing a dark blue zip-up sweater over a black t-shirt, blue jeans, and black shoes, is sitting in a black armchair. He has his arms crossed and is looking towards the camera with a slight smile. The background is a solid light blue color. To the right, there is a small potted plant on a wooden surface.

WHETHER YOU ARE A BARBERSHOP
OWNER, BARBER, OR APPRENTICE –
MAKING YOUR BUSINESS THE MOST
SUCCESSFUL IS ON EVERYONES
MIND. HERE, WE SPEAK TO SOME
OF THE BEST AND BRIGHTEST
IN THE INDUSTRY TO GIVE YOU
INSIGHT, EXPERT ADVICE, AND
ACTIONABLE TIPS ON HOW TO
TAKE YOUR BUSINESS TO THE
NEXT LEVEL.

BEST BUSINESS NEWS

DIARY OF A CEO

FRED HELOU IS THE DRIVING FORCE AND CEO OF **VAGARO**, FROM BRAINSTORMING HIS IDEA TO CREATING ONE OF THE MOST POPULAR SCHEDULING SOFTWARE SYSTEMS. HERE, FRED TOLD US ALL ABOUT BUILDING A BUSINESS, AND HIS COMMITMENT TO EMPOWERING PROFESSIONALS WITH CUTTING-EDGE TECH.



FRED HELOU

“AT **VAGARO**, WE WORK WITH THIS CONCEPT IN MIND THAT WE ARE A TEAM, AND IF ONE OF US LETS THE CUSTOMER DOWN, THEN WE ALL DO.”

“I was born in Lebanon, and I came to the United States when I was 18 years old,” Fred told us. “I went to school to learn computer programming, which was a skill I developed in my first job at a very small company. I found out that I had a real passion for it, finding the quick results you could create very rewarding.”

Fred’s idea for Vagaro originated over 20 years ago, and although it didn’t happen right away, the spark for his innovation never quite died.

During one of many work trips to Japan for a computer company, Fred thought to himself, ‘Man, I really need a haircut when I get home.’ But in order to get one on the books, he was going to need to spend \$3.00 a minute to make a call to the shop in the middle of the night. That’s when he thought, ‘I wish I could just do it online...’

EARLY DAYS

Once that seed was planted, Fred had the idea of creating a scheduling software for salons and barbershops in the back of his mind for years. “I got a job at a new company, and I was trying to focus at the job at hand, even though I had

this great idea,” he explained. “Anyways, my background was in programming robotics, not website programming. I was just like, ‘How do you even start a company? How do you get money to start a company?’ I had no idea how to do any of that.

“When I started to investigate other businesses, everything had an E in front of it so initially I called the business eappointment.com and bought the domain for that website. Every time I would mention this to one of my friends at work, they made fun of me,” Fred told us. “It took 10 years until I fully launched the business. I had been laid off during the 2008 recession and took that as a sign to dive in. That’s when I decided that to create my own company and decide my own destiny.

“I went to Dubai and started working on a business plan. I had my sister and a couple friends invest in the business, so it’s nice knowing that the company was started by four Lebanese people. Two years after that, we were profitable. And now, 15 years later, we have become a household name in the industry.” ▶





“AT **VAGARO**, WE WORK WITH THIS CONCEPT IN MIND THAT WE ARE A TEAM, AND IF ONE OF US LETS THE CUSTOMER DOWN, THEN WE ALL DO.”

FIVE STAR CULTURE

Customer relations are at the forefront of Vagaro, which prompted Fred to develop his five-star company culture. “The way I explain this is that if you go to a restaurant, you show up on time, you should receive excellent service – the water comes right away, and the waiter takes your order, and your food comes... but its stone cold...” Fred explained. “The whole time you were having this five-star experience, but one person on the team messed up.

“It could be either the cook or someone else in the team, which brings your entire experience down to two-stars. So, at Vagaro, we work with this concept in mind that we are a team, and if one of us lets the customer down, then we all do,” he explained. “The entire team is committed to the five-star experience, and that’s not just about customers. Internally, I want everyone in the company to treat each other with respect.”

And how does Fred ensure that this ethos is met across all aspects of the business? It all starts before the customer has even signed up to Vagaro, he explained: “From a customer experience, we want our quality to shine through, right from the advertisements to our webpage. First impressions matter! Then, when you get to the point of signing up, we want to ensure the customer still feels like they’re having the same experience. Sometimes, once you sign up for a software, it looks like you’re about to pay taxes on the government website,” Fred laughed.

“We want the experience to be always modern. When you call us for support or you want your information, our employees will treat you with respect and friendliness, while offering you support. We aim to answer the phone in less

than two minutes. We offer 24/7 support so people can reach us, whether it’s by phone, chat, or email. We’re more than happy to talk to them, and we want to be relentless in our support. We’re not going to hang up the phone until the customer feels like their question is answered or their issue is solved.”

Fred hopes that this 5-star experience then reflects on the end user. As a barber, you might give 5-star service and haircuts all day long, but if your client’s booking experience was strenuous or frustrating, that could be as detrimental as cold soup during a nice meal. Vagaro gives barbers the peace of mind that they won’t be let down by their scheduling service.

VALUES

And a huge part of Vagaro, is the values and hope they instill in their customers – something Fred feels extremely passionate about. “Our ideal for business is that if our customers prosper, then we prosper with them,” he told us. “We’ve been profitable in business for the last 14 years doing what we are doing, and we just want to ensure we are the best value salon and barbershop software out there.

“There’s nothing for free in this world, trust me. So many other companies will draw you in with an offer of something for free, but there will be hidden costs. Unfortunately, that’s just the hook to get people in the door. Whereas our aim is to be responsible, we want to support our customers throughout their business journeys, and be a steady, reliable constant, in this ever changing world.” •

“THAT’S WHEN I DECIDED THAT I’M GOING TO CREATE MY OWN COMPANY AND DECIDE MY OWN DESTINY. I DON’T WANT TO LET SOMEBODY ELSE DECIDE WHETHER I HAVE A JOB OR NOT.”

vagaro
salon software & app

Texture Takes the Main Stage



HAIRCON

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BEHIND THE BRAND

DENSE



AFTER EXPERIENCING HUNDREDS OF DEVASTATED YOUNG MEN COMING INTO THEIR HAIR LOSS CLINIC LOOKING FOR EXPENSIVE HAIR TRANSPLANTS, **ASH HASHMI** AND **MO AHMED** DECIDED THERE WAS SOMETHING MISSING FROM THE MARKET – TARGETING HAIR LOSS BEFORE IT’S TOO LATE.

“It started when we were running our hair transplant clinic. Mo and I kept seeing the same pattern – guys coming in for hair transplants, frustrated and fed up,” **Ash Hashmi, Co-Founder of DENSE** told us.

He continued: “They’d already tried the tablets, the foams, the random oils from TikTok. Most of it either didn’t work or came with side effects. Some couldn’t even style their hair because the treatments left it greasy or flaky. They would end up paying thousands for transplants and then end up needing another a few years later.”

This is when Ash and Mo realised there was a huge gap in the market – no one was offering clinical-strength, styling-friendly, long-term hair care that actually fits into a guy’s life. “That’s what sparked DENSE. It wasn’t just about selling a product. It was about flipping the script on how hair loss is managed – by giving people a smarter, science-led, and confidence-first solution without compromises.”

From this point on, Ash and Mo went through an intense process of developing and formulating the DENSE product range. Ash told us: “We knew from the start we didn’t want to white-label something generic and slap our logo on it. Every formula had to hit three things: real science, real usability, and real-world style.”

“We collaborated with formulation chemists, dermatologists, and trichologists to create something that not only delivers clinical results – but feels good to use. No greasy finishes. No harsh chemicals. Just intelligent, results-driven products. The whole process – from idea to launch – took about two years and millions of pounds. We were patient because we were obsessed with getting it right.”

But, all that hard work paid off, as Ash and Mo have received and overwhelming response from both clients and professionals.

“We’ve now helped over 50,000 people – and that number’s climbing fast. The biggest feedback we get? It works, and it fits into real life. Guys can spray and go. No compromises.”

Ash continued: “We’re also seeing huge support from the professional side – barbers, stylists, clinics. They finally have a product they can recommend without hesitation. One they trust and actually want to use in-chair or send home with their clients. On top of that, we’ve picked up some solid recognition: Best Medical-Led Hair Loss Solution in the UK, and a Diamond win at the Transform Awards, Global. That means we are officially the best brand in the world! It’s validation, but more importantly, it’s proof we’re doing things the right way.” ▶





So, who are the ideal clientele for DENSE products? Ash explained: "Anyone who cares about their hair and wants to be proactive – not just reactive. Most of our customers are men in their 20s to 40s noticing the early signs: a little thinning, a widening part, a hairline that's starting to drift. But we're seeing more and more women joining the community too, which is something we're passionate about supporting."

"DENSE is for the person who wants performance – not just pretty packaging. Someone who values science, who wants results, and who doesn't want to compromise their style or their confidence in the process."

The overall goal and mission for DENSE? Making serious hair care accessible, empowering and stigma-free. "Hair loss isn't something people should feel embarrassed about – and it's definitely not something they should wait to treat," said Ash.

"At DENSE, we want to change the conversation. Start early. Use what works. Stay confident. Whether you're a guy just starting to notice shedding, or a stylist who wants to protect your client's hair long-term, we're here to give you the tools, the education, and the results to stay in control." •

"AT DENSE, WE WANT TO CHANGE THE CONVERSATION. START EARLY. USE WHAT WORKS. STAY CONFIDENT... WE'RE HERE TO GIVE YOU THE TOOLS, THE EDUCATION, AND THE RESULTS TO STAY IN CONTROL."



CHECK OUT DENSE AT HAIRCON

"HairCon 2025 is going to be huge for us," said Ash. "We're bringing the Big Yellow Stand again... but maybe even bigger!"

Expect education from the best globally, real insights, and live demos on how our products work in the salon, at home, and in the clinic. You'll meet our expert team, see real case studies, and get a proper understanding of what sets DENSE apart in the world of hair care.

"We'll also have exclusive offers, pro-only insights, and a few surprises on the day – but more than anything, we want people to leave our booth feeling inspired, informed, and empowered to treat hair loss seriously and stylishly."

WHAT MISCONCEPTIONS ARE THERE IN THE INDUSTRY ABOUT HAIR LOSS?

There are loads! Ash explained: "A big one is the idea that you have to wait until the hair's visibly gone to do something. That couldn't be further from the truth – the earlier you act, the better your results."

"Another myth? That hair loss only affects men. We know from our clinics and customers that women experience it too, and they often feel even more isolated by it."

And let's be honest – the industry is full of hype. There's too much marketing and not enough science. That's why DENSE exists. We wanted to cut through the fluff and give people solutions that are effective, backed by research, and made with integrity."

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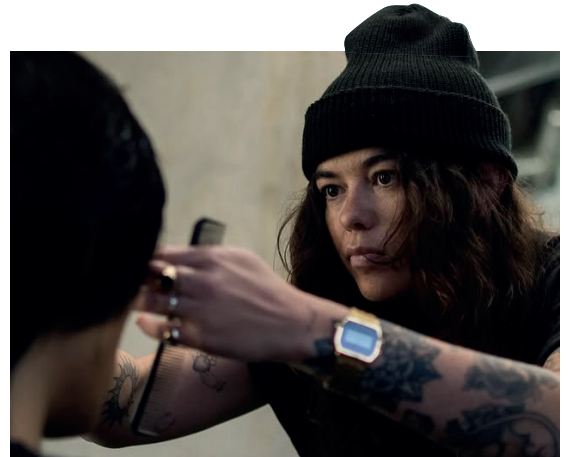
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CURATING THE CLIENT EXPERIENCE

THE INTERACTION WITH MY CLIENTS AND THE CREATIVE PROCESS WHEN STYLING THEIR HAIR IS WHAT I LOVE MOST AND WHERE I FIND MY FLOW BUT, AT THE END OF THE DAY, THIS IS MY CAREER AND WHERE I MAKE MY INCOME. PAYMENTS MIGHT BE THE FINAL STEP IN A SERVICE, BUT THEY NEED TO BE FACILITATED AS SMOOTHLY AND THOUGHTFULLY THE REST OF THE EXPERIENCE.



“CLIENTS NEED TO FEEL CONFIDENT THAT THEIR PAYMENTS ARE PROCESSED SAFELY, AND AS A BUSINESS OWNER, I REALLY NEED TO KNOW THAT TRANSACTIONS ARE SECURE AND RELIABLE.”

At **Croí**, I make sure checkout is effortless so clients leave feeling valued rather than dealing with an unnecessary and haphazard inconvenience. A smooth payment process helps to reinforce professionalism and helps create a natural, positive ending to the appointment.

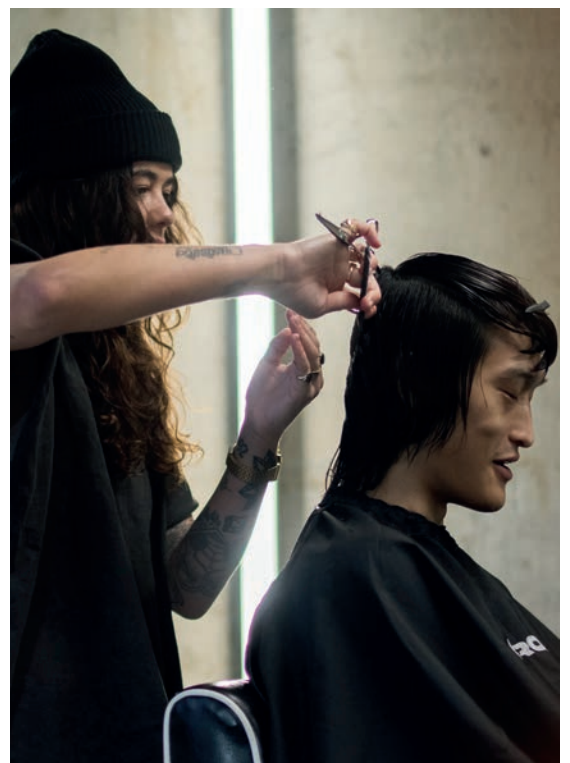
I think it's important to offer multiple payment options because flexibility means that clients can pay in a way that suits them. Whether it's by card, mobile payment, or contactless tipping, making it as easy as possible adds to the overall experience.

Elevated Efficiency

An efficient payment system isn't just about transactions – it's about making the entire workflow smoother. The fact that I'm running a one-chair, appointment-only barbershop means that my time management is crucial. I need to be able to move from one client to the next with the least amount of hassle. A system that works reliably allows me to focus entirely on my craft.

At **Croí**, every appointment is booked in advance, but even then, a slow or inefficient checkout process could totally mess up my day and also my client's schedules. My advice is to keep the process as digital and automated as possible. When payments are quick and easy, the entire appointment feels more comfortable.

Tipping can be an awkward situation for people so it's important to also make this an easy process. A well-integrated digital tipping option makes sure that your client can express their appreciation without any embarrassment or discomfort. It's something that benefits both the barber and the client – when the process is easy, people are more inclined to tip, and we, as barbers, feel valued for our work.





“THE RIGHT PAYMENT SYSTEM ISN’T JUST ABOUT PROCESSING TRANSACTIONS – IT’S ABOUT MAKING EVERY PART OF THE EXPERIENCE SMOOTHER, MORE PROFESSIONAL, AND MORE ENJOYABLE.”

Beyond the Basics

Payment systems now offer more than just transactions – they provide real and valuable insights into business performance. I can track trends such as peak booking times, average spend per client, and tipping habits to help inform my approach.

Understanding when I’m busiest allows me to make the most of my schedule, and knowing which services bring in the most income helps me understand my client’s better and focus on what’s most in demand.

For other barbers, these insights can be incredibly useful. If certain appointment times are always the first to go, then maybe they can be priced differently. If a particular service consistently performs well, it’s worth highlighting that service in promotions or expanding on it. The more you understand your business, the better you can shape it to work for you.

Building Trust, Promising Security

Security is also just as important as efficiency. Clients need to feel confident that their payments are processed safely, and as a business owner, I really need to know that transactions are secure and reliable. It’s so important to choose a system that has strong encryption and fraud protection safeguards for both sides of the transaction. A professional and seamless payment experience reassures clients that they’re in good hands from the start of their interaction with you to the finish. It’s all about trust and confidence in your service.

For Future You

For any barbers who are still relying on cash-only transactions or maybe have outdated systems, upgrading to a modern payment solution can make such a huge difference. I have found that clients really appreciate convenience, and being flexible with your payment methods enhances their overall experience. Obviously, there are processing fees, but I feel that the benefits – time saved, increased tipping, and better cash flow – far outweigh the costs.

I chose SQUIRE for Croi because it’s designed specifically for barbershops. It integrates booking, payments, and client management into one system, keeping everything organised and efficient. One of its best features, I feel, is the ability for clients to prepay and tip directly through the app which makes the checkout process absolutely effortless.

A moment that stood out to me recently was a particularly busy day when I had back-to-back appointments. It became really evident just how important and effective the SQUIRE system was in that my clients could handle payment on their phones, so there were no delays at the end of each appointment. This gave me the time and freedom to focus totally on my craft. It’s details like this that elevate the overall experience for both the barber and the client.

Ultimately, the right payment system isn’t just about processing transactions – it’s about making every part of the experience smoother, more professional, and more enjoyable.

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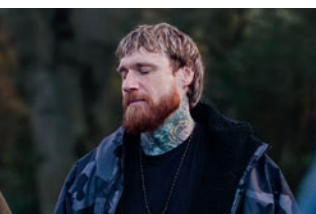
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INTRODUCING... COLIN

AFTER BUILDING THE **HARD GRIND** EMPIRE, COLIN PETRIE FOUND HIMSELF LOST BEHIND THE PERSONA HE'D CREATED. STRUGGLING WITH HIS MENTAL HEALTH, HE STEPPED AWAY FROM THE SPOTLIGHT – AND INTO CONNECTING WITH HIMSELF, WITH OTHERS – AND NOTABLY, CAIM AND MANTRA MENSWORK. NOW, HE'S BACK WITH PURPOSE, GUIDING OTHERS THROUGH THE WORK THAT SAVED HIM.

"SOMETIMES YOUR ROCK BOTTOM ISN'T WHEN YOU'VE LOST EVERYTHING – IT'S WHEN YOU'VE GOT EVERYTHING, AND STILL FEEL EMPTY."



Colin Petrie built an empire. From a single chair in Dundee, the Hard Grind name exploded – franchises, a café concept, grooming products, apparel, street food ventures, and international stage work. To the outside world, he was the blueprint for success in modern barbering. But beneath the surface, Colin was unravelling.

"I walked around as 'Colin Hard Grind' for years," he said. "But I didn't feel like that was me anymore. I was showing up as someone I didn't recognise."

The pressure to maintain the persona became overwhelming. "People moved cities to work with us. They changed their Instagram handles – everything became Hard Grind. That's the biggest honour, but it came with a weight I wasn't ready for. I wasn't that guy anymore, and I didn't know how to say it."

The façade came at a cost. "There was a suicidal period. It got that bad," he said, honestly. "I had everything – on paper. The house, the cars, the lifestyle. But I didn't want to live."

In that darkness, Colin didn't turn to more business. He turned inward. His healing journey began through Mantra Menswork and CAIM, a retreat space in the Perthshire Highlands in Scotland, that became his sanctuary. "Once you start doing the work, it pulls apart everything. It opens up wounds you didn't even know were there. But it also gives you the tools to come back stronger."

Now four years into that journey, Colin is no longer just cutting hair – he's cutting through the noise. As a facilitator at CAIM and part of the leadership team at Mantra Menswork, he's helping other men find their way back to themselves.

"These programmes saved my life," he said. "Now I get to help lead them. And that's probably the biggest honour of all – aside from being a dad."

He leads 'Man Alive' – a four-month programme designed to support men in reconnecting with their purpose and power. The next container launches in May, with another round in November.

"These containers are where the real transformation happens," he explained. "It's about stepping out of survival mode and into who you really are – as a man, a father, a leader, or just someone trying to figure it all out."

His message to the barbering world? It's time to redefine success.

"There's so much performance in this industry," he said. "Stage shows, cars, ego. But is that really why you got into barbering? Or are you chasing someone else's dream?"

He recalled his final stage show in Russia where he was educating. "There were people stage diving, champagne being sprayed – like a rock concert. I remember filming myself backstage going, 'What the f**k is this?' It wasn't me anymore."

Now, he's come full circle. Back to the shop floor. Back to listening. Back to what matters. "I still love cutting hair. That never changed. But now it's about real connection. Just asking a man, 'How are you?' and actually caring about the answer. For me, it was getting back to not only the true craft, but that true connection."

To any barber feeling overwhelmed, stuck, or unsure, Colin offers this: "Don't get lost in the noise. Know your 'why'. Chase what lights you up – not what looks good online. And if you need help – reach out. There are tools now. There are spaces where you can be seen, heard, and held."

The next 'Man Alive' course begins this May. For any barber who feels disconnected, burnt out, or just needs something more – Colin invites you to take that first brave step.

"Sometimes your rock bottom isn't when you've lost everything – it's when you've got everything, and still feel empty," he said. "But that freefall? That's where you find who you really are."

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BUILT FOR TEAMWORK

BUILDING A FRANCHISE ISN'T JUST ABOUT BUSINESS – IT'S ABOUT PEOPLE.
MARK LOVELL, DIRECTOR OF MR BARBERS, SHARES HOW MENTORSHIP,
TEAMWORK, AND STRONG RELATIONSHIPS SET THEIR FRANCHISE APART.



“WE’RE
INCLUSIVE,
WE SUPPORT
EACH OTHER,
AND WE GROW
TOGETHER.
THAT’S WHAT
MAKES THIS
FRANCHISE
SPECIAL.”

For **Mark Lovell**, Director of **MR Barbers**, franchising isn’t just about expanding a business – it’s about building people. “I started from the bottom all the way up,” he recalled. “I was just an apprentice sweeping the floor, and I always knew I wanted my own shop. But I didn’t have the tools or the knowledge to set up a business.”

Fast-forward a decade, and Mark now owns multiple MR Barbers shops, many in partnership with the very apprentices he once mentored. “At least three of my apprentices now own shops with me,” he smiled proudly. “My first ever apprentice – I own two shops with him. My second apprentice – I own a shop with him. That journey is what makes MR Barbers different.”

Unlike many franchises that prioritise rapid expansion, MR Barbers fosters a culture of mentorship and teamwork. “I love building teams. From my military background, I’ve always valued working with people. When you do it together, it’s an

enjoyable journey rather than just taking on all the stress yourself.”

The franchise’s emphasis on relationships has created a close-knit community within the business. “We’re not just about talent,” Mark explained. “I get more excited by good people than by technical skill. Some barbers are incredibly talented but have the wrong attitude, and that stunts the shop’s growth. A business thrives when you’ve got a team that supports each other. All barbers are self employed but working in the same space, so creating a warm environment in each shop is so important.”

For barbers looking to take their career to the next level, MR Barbers offers more than just a franchise – it provides a family. “You’re only as good as your team,” Mark emphasised. “We’re inclusive, we support each other, and we grow together. That’s what makes this franchise special.”

TIP, TAP, TAKINGS

BARBERSHOPS ARE BUZZING WITH MORE THAN CLIPPERS – TODAY, IT’S DATA, APPS AND SMART FINANCIAL TOOLS RUNNING THE SHOW. WE SPOKE TO THREE BARBERS AT DIFFERENT STAGES OF THEIR JOURNEY TO SEE HOW THEY USE TECHNOLOGY TO STAY SHARP WITH THEIR MONEY.

“ALL TECH ASPECTS OF THE BUSINESS RUN THROUGH SQUARE – PAYMENTS, APPOINTMENTS, TEAM ANALYTICS, MARKETING. IF YOU CAN THINK OF IT, IT LIKELY PERFORMS THAT FUNCTION FOR US.”

Mark Maciver: SliderCuts

As a Fresha ambassador, BarberEVO columnist, and long-standing owner of the iconic SliderCuts in London, Mark Maciver is all about efficiency – and that extends to how he manages money.

“Technology plays a huge role – everything runs through the Fresha booking system,” Mark explained. “Every payment, whether it’s cash, card, transfer, or online booking, gets recorded in Fresha. It tracks tips, rental payments, commissions, and income. Even our accountant has access to the system, which means less paperwork and more real-time clarity.”

For Mark, it’s about more than just payments – Fresha gives a full financial picture. “As the owner, I value the data. Fresha breaks down everything – what each barber earns, what’s from tips, how rentals and commissions are split,” he said.

One standout tool for him is Fresha’s smart pricing feature. “It allows you to charge different prices based on time. Early mornings or late nights can cost more automatically. Clients see the price change in real time when booking online – it’s seamless and efficient.”

Mark’s advice for other shop owners? “Use Fresha. From peak booking times to client behaviour, income tracking to operational clarity – it helps you understand your business inside out.”

Jack Wicks: Wicks Barbershop

At Wicks Barbershop, owner Jack runs a tight ship – with Square at the helm. “Our POS handles all our transactions and appointments, which are linked,” he said. “All tech aspects of the business run through Square – payments, appointments, team analytics, marketing. If you can think of it, it likely performs that function for us.”

Before Square, Jack juggled several platforms that didn’t ‘speak’ to each other. Now, things are different, with Jack using Square’s features to stay on top of everything from team performance to cash flow. “We have daily, weekly, monthly, and per annum figures that we aim to hit. It’s a clear and concise format to aid us in our quest of paying the bills. Both tipping and commissions are also featured in your end of day/week/month/life report,” Jack added. “Any cash taking would also make an appearance, with the option to filter by staffer.”

Dave Shannon: Rødder Barbershop

Dave’s Belfast-based barbershop Rødder may be young, but it’s already blending simplicity with ambition. With one employee and a clear vision, Dave has built a system that works smartly for where the business is now.

“I use Nearcut for bookings – it’s user-friendly and lets us manage our client base efficiently,” he said. Payments, however, go through a separate system: “We use TakePayments, which links to my accounting software – it’s quick and easy.”

On top of that, Dave’s commission structure is designed to motivate. “If Adam brings in three times what I pay him weekly, he gets a bonus. If he does that for five weeks running, his pay goes up. It keeps things fair and incentivises growth.”

Despite the simplicity of his current system, Dave sees the value in scaling up. “These systems are an investment,” he said. “I started with a small loan, so I’ve had to be smart. But as we grow – adding more services, introducing products – I’ll need something more comprehensive. A proper system will let me track sales, manage stock, and handle commission more seriously.”



“BEFORE FRANCHISING, YOU NEED TO UNDERSTAND THE VALUE OF YOUR BUSINESS AND HOW YOU’LL GET A RETURN.”

FRANCHISING: THE REALITIES AND RISKS



FRANCHISING SOUNDS LIKE A GREAT WAY TO EXPAND, BUT IN BARBERING, IT’S NOT AS SIMPLE AS SLAPPING YOUR NAME ON ANOTHER SHOP AND CALLING IT A DAY. THERE’S A LOT MORE TO IT, AND AFTER CONSIDERING THE OPTION FOR SLIDERCUTS, I’VE REALISED THAT FRANCHISING ISN’T FOR EVERYONE. HERE’S WHY.

“BEFORE FRANCHISING, YOU NEED TO UNDERSTAND THE VALUE OF YOUR BUSINESS AND HOW YOU’LL GET A RETURN – WHETHER THAT’S THROUGH UPFRONT FEES OR ONGOING PERCENTAGES.”

Keeping Control

Franchising might look like a straightforward way to grow, but the biggest challenge is control. Even with the best contracts in place, if you’re not willing to enforce them legally, franchisees can start making their own decisions – decisions that could damage your brand. If a franchisee messes up, clients won’t say, That’s a bad franchise. They’ll say, SliderCuts did that. That’s a risk I can’t take lightly.

Another key issue is alignment. Just because someone wants to open a shop under your name doesn’t mean they share your vision or values. When you’re still a small business, your first few franchisees will set the tone for your brand. If they don’t match your standards, your reputation takes the hit. That’s why I recently turned down a franchise opportunity – I wasn’t convinced it was the right fit.

Can You Maintain the Culture?

A good barbershop isn’t just about haircuts – it’s about the culture, energy, and vibe. You can train someone to cut hair a certain way, but recreating the atmosphere of a place like SliderCuts is a different challenge. If I were to franchise, I’d have to be involved in hiring, making regular visits, and ensuring the shop stays true to the brand. But at that point, it’s not really a franchise – it’s another full business to run, and right now, I don’t have the capacity for that.

If you are considering franchising, my advice is to train your franchisees directly, have them work alongside you for a while, and keep regular check-ins. The first few shops are the most important – they set the standard for what comes next. Get them right, or you’ll struggle to maintain the quality and culture of your brand.

The Hidden Challenges

One of the biggest hidden challenges in franchising is brand clarity. A lot of barbershop owners haven’t properly defined their brand’s look, feel, and values in a way that makes it easy to replicate. Without that, a franchisee won’t know what they’re supposed to recreate. Some brands find it easier because their identity is broad – same name, same colours, same logo, but plenty of freedom for the franchisee. That looser model takes some of the pressure off the owner. But for someone like me, who wants things followed to the letter, that approach wouldn’t work. If small but important details aren’t right, I’d find it frustrating. Another challenge is that barbering is a personality-driven business. A shop’s success often comes down to the people in it, and replicating their energy isn’t easy. It takes time, the right hiring process, and a deep understanding of what makes your shop work.

Finding the Right Balance

Franchising means giving up some control, and for a lot of small business owners, that’s hard to do. It’s one of the main reasons I haven’t franchised yet – I’m not ready to let go. Before franchising, you need to understand the value of your business and how you’ll get a return – whether that’s through upfront fees or ongoing percentages. The financial model has to make sense for both sides. Just as importantly, set your non-negotiables. If I franchised SliderCuts, I’d insist on the same colour scheme, a receptionist, no music with profanity, and a PG-friendly atmosphere. But I’d allow flexibility on things like TV choices or promotions. Finding that balance between protecting the brand and allowing some freedom is crucial.



“OPENING A BARBERSHOP IS EASY – RUNNING IT SUCCESSFULLY IS HARD. IT’S ONE OF THE MOST ACCESSIBLE INDUSTRIES TO GET INTO, BUT ALSO ONE OF THE FASTEST TO FAIL.”

What’s in it for the Franchisee?

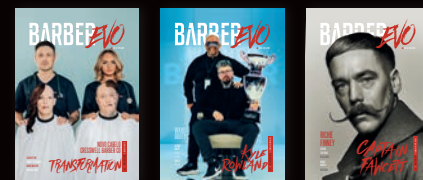
Not every barber wants to start from scratch. I’ve had barbers tell me, if I ever opened a shop, I’d want you to set it up, and I’ll just run it. Opening a barbershop is easy – running it successfully is hard. It’s one of the most accessible industries to get into, but also one of the fastest to fail. For barbers with experience in a good shop, franchising can be a smart move. If you’ve proven yourself, understand the business, and align with the owner’s values, you could pitch a partial franchise deal – where you invest some money, the owner brings their brand and experience, and you run the day-to-day. That’s not for everyone – some barbers want full independence. But for those who want structure, support, and a proven system, franchising can be a great option. More barbers should consider it.

My Take on Franchising in Barbering

Franchising works, but I don’t think it’ll take over the barbering industry. The barrier to entry is too low. You don’t need licences, massive investment, or complex qualifications – so most barbers think, “Why not just do it myself?” Compare that to restaurants or other industries where the costs and legalities make franchising more appealing. In barbering, it’s so easy to go solo that franchising will likely stay a niche model. That said, franchising can benefit a lot of barbers – especially those who aren’t quite ready to go it alone. The challenge is that many don’t see the value because they don’t understand what they’re missing. Ironically, I think the biggest interest in franchising barbershops will come from outside the industry – people who see strong barber brands and want to scale them. Meanwhile, most barbers will keep chasing independent ownership.

For me, franchising isn’t off the table forever. But right now, the risks outweigh the rewards.

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Founder Slider Cuts London
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"IF YOU'RE SERIOUS ABOUT GROWING YOUR BRAND AS A BARBER, THIS IS THE OPPORTUNITY YOU'VE BEEN WAITING FOR."

So, how do you make your mark on the competition? It's simple. All you have to do is purchase **BROSH** products from **Chris & Sons** using the discount code **BROSH20 for 20% off**. Once you receive your products, it's time to get creative. Whether it's a product review, a step-by-step styling tutorial, or a behind-the-scenes look at your process, share your content on Instagram or TikTok using **#BROSH20**. The more you post, the better your chances!

From the entries, three finalists will be selected, with the overall winner crowned at this year's Barber Connect. The prize? A mentorship and content creation experience like no other.

The winner will work closely alongside BROSH Ambassador Danny Robinson. Expect editorial shoots, tutorials, podcasts, and high-energy hair shows – all designed to elevate your skills and profile. And to ensure you can create top-tier content, the winner will also receive a DJI Osmo Pocket 3 Creator Kit.

For Danny Robinson, this initiative is personal. "I wish there was an opportunity like this 10 years ago at the start of my career!

"The industry has changed so much, and content is now king. Learning how to create engaging, high-quality content is essential for any barber looking to grow their career."





“I WISH THERE WAS AN OPPORTUNITY LIKE THIS 10 YEARS AGO.”

Danny Robinson X BROSH

Danny Robinson is a barber with influence, skill, and an impressive digital presence. A key figure in the UK barbering scene, his work has taken him from the shop floor to some of the industry’s biggest stages. As an Ambassador for BROSH, he understands what it takes to stand out in today’s fast-paced industry – and now, he’s ready to pass that knowledge on to the next generation.

“BROSH is one of those brands that just gets it,” he told us. “The products are crafted with barbers in mind, and everything from the formulas to the packaging screams quality. I first came across the brand a few years ago and was instantly impressed. The pomades, in particular, are next level – they offer a great hold without making the hair feel heavy or greasy.”

Your Take on Tenacity

If you’re new to the world of BROSH – this is your chance to take it by storm. In this competition, they’re looking for the styles that emulate the iconic BROSH aesthetic. Danny explained: “Think a Japanese perspective on traditional Americana barbershops. I’m looking for barbers who can think outside the box – whether that’s an innovative styling technique, a creative video concept, or a fresh take on showcasing Brosh products. It’s not about having the best camera or the fanciest setup; it’s about storytelling and engagement.”

Danny also notes that this opportunity is about more than just winning a competition – it’s about accelerating your career. He said: “The winner will get hands-on experience in editorial shoots, hair shows, and content creation, plus six months of mentorship where I’ll share exactly how I use content to push the boundaries within the UK hair industry. If you’re serious about growing your brand as a barber, this is the opportunity you’ve been waiting for.”

Your Chance to Shine

The BROSH UK competition isn’t just about showcasing skills – it’s about elevating careers. Whether you’re an established barber or just starting out, this is a rare opportunity to learn from some of the best in the business while building your profile in the industry.

So, if you’re ready to take your barbering career to the next level, grab your BROSH products, fire up your camera, and start creating. Remember to use #BROSH20, and get as many entries in as possible. The countdown to Barber Connect is on, and one lucky barber is about to embark on a game-changing journey. Could it be you?



LE CHOIX DU BARBIER

(THE BARBER'S CHOICE)

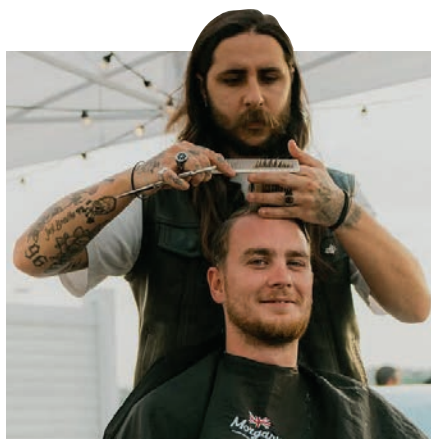
QUINTESSENTIAL BRITISH PROFESSIONAL BARBER BRAND, MORGAN'S POMADE MAY HAVE BEEN BORN IN THE UK, AND CONTINUES TO BE MADE IN THE UK TO THIS DAY, BUT ITS REPUTATION SPANS FAR AND WIDE. WE SPEAK TO TWO TOP FRENCH BARBERS FOR WHOM MORGAN'S IS THE ONLY CHOICE.



Morgan's Pomade legacy began in London back in 1873 and has evolved over the course of the last 150 years. It has gone from being the must-have product of fashionable Victorian hairdressers, to now, being loved by barbers and their clients worldwide.

We spoke to two barbers who have become ambassadors for Morgan's in France, who came across the brand through their local distributor, Ambassade du Barbier.

"I CAN'T WORK WITH BAD PRODUCTS; I WANT TO WORK WITH GOOD, QUALITY PRODUCTS. SO THAT'S HOW I STARTED MY COLLABORATION WITH MORGAN'S POMADE!"



Adriano Nunes

@barbe.noire

Location//
Salon-de-Provence

We asked Adriano how he first came to find Morgan's Pomade. He told us: "It's a very simple story, actually. I first knew about the brand from Instagram, and then Jean-Paul from Ambassade du Barbier told me about it. I understood it was a great product, but I didn't know much more than that. Sometime after, I had the opportunity to try it. That was how I got to know all about the brand and what it offered."

What are Adriano's top three products? He told us: "The Matt Pomade with Bay Rum fragrance, the Volume Powder, and the Luxury Beard Cream. It turns out I really liked the idea of offering a wide range of fragrances, but with good quality products. I can't work with bad products; I want to work with good, quality products. So that's how I started my collaboration with Morgan's Pomade!"



Adrien

Barbershop// Le Barbier de Sa Ville

@lebarbierdesaville

Location// Rouen

"I was introduced to Morgan's Pomade about two years ago through Ambassade du Barbier when opening my shop, Le Barbier de Sa Ville," Adrien said. "I had the chance to meet Jean-Paul, the General Director of Ambassade du Barbier, who showed me this brand."

So, why did Adrien choose Morgan's Pomade for Le Barbier de Sa Ville? "Simply because it's a natural brand, and in terms of quality-price ratio, it is more than exceptional, both for me as a boss, and for my clients. I have an extended range with different scents that clients really like, so I'm very happy. As you can see," Adrien looked around, "There's Morgan's Pomade everywhere in my shop. I encourage everyone to find the products and discover them like I did!"



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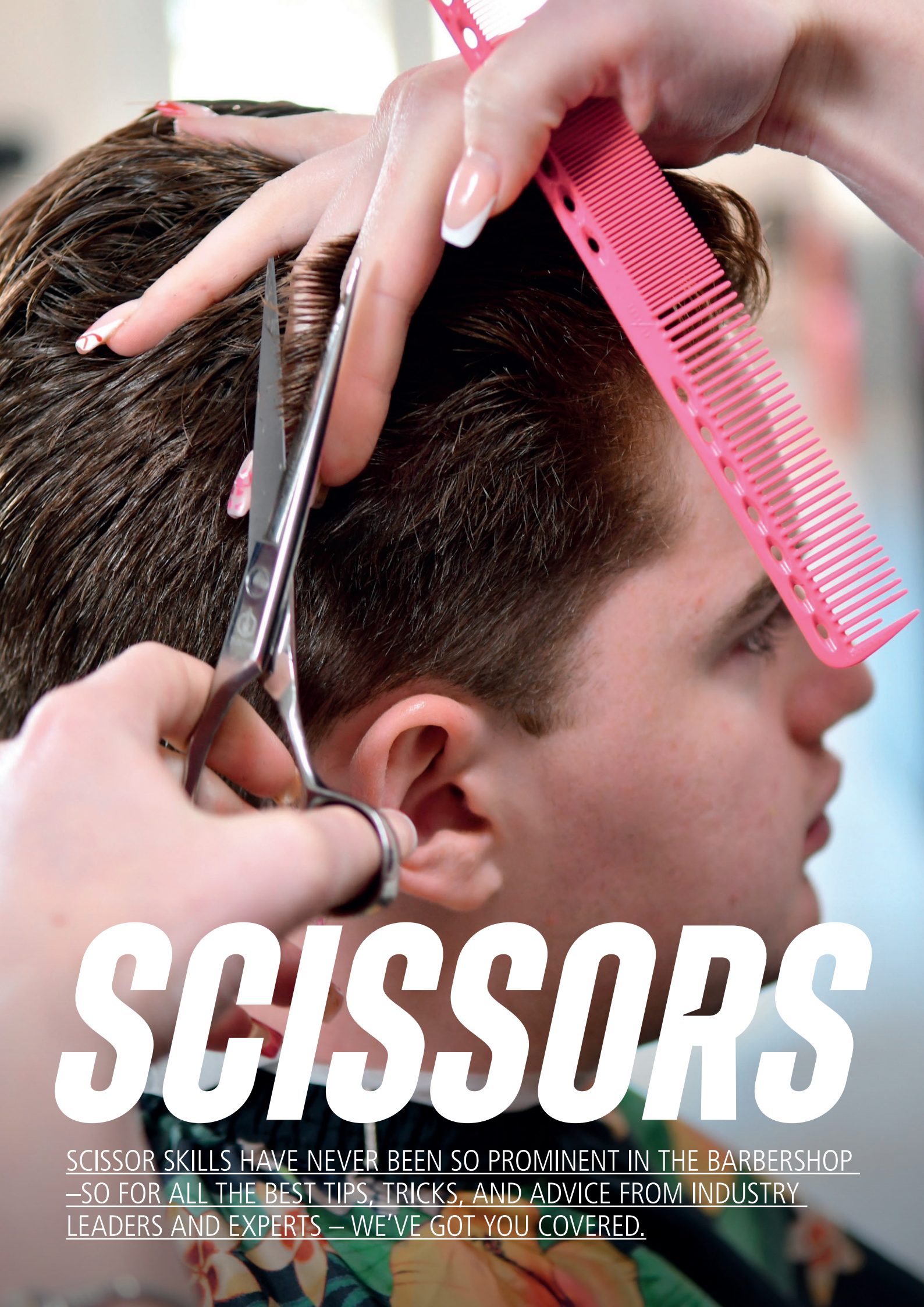
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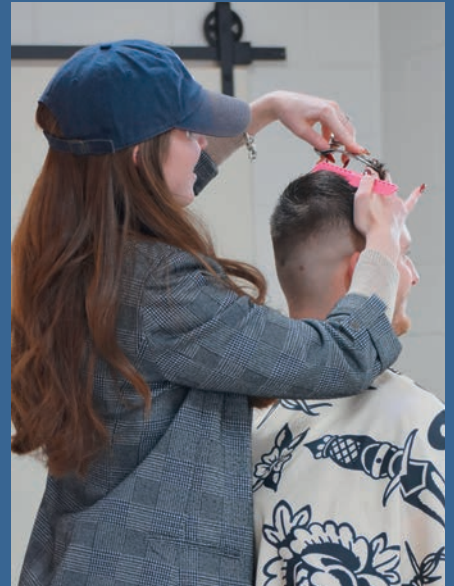


SCISSORS

SCISSOR SKILLS HAVE NEVER BEEN SO PROMINENT IN THE BARBERSHOP
—SO FOR ALL THE BEST TIPS, TRICKS, AND ADVICE FROM INDUSTRY
LEADERS AND EXPERTS — WE'VE GOT YOU COVERED.

LEFT-HANDED LEARNING

IN THE WORLD OF MODERN BARBERING, IT'S NOT ENOUGH JUST TO BE A PRO WITH CLIPPERS AND TRIMMERS... YOU NEED TO MASTER THE ART OF SHEAR WORK, TOO. ISABELLA BIRKET, AKA LEFTY BARBER, HAS FACED MORE ADVERSITY THAN MOST IN MASTERING HER SCISSOR-WORK BECAUSE SHE'S LEFT-HANDED.



"Being left-handed has come with its challenges," Isabella told us. "When I first started looking into education, I wanted to go for on-the-job training but so many barbers told me that I wouldn't be a good fit for their education because I was left-handed."

"I was the only left-handed barber in my school and that made learning fundamentals challenging. Most of my instructors tried their best to help, but I needed to learn even the most basic of things – like how to open and close the clipper lever with one hand. I relied heavily on finding videos to watch on YouTube and trial and error to help fill in the gaps."

And we had to ask Isabella how important it is for barbers to have the correct shears for their work.

"Finding a scissor that fits your style of cutting and hand shape is vital," she enthused. "The scissors that

work best for me probably wouldn't work best for the barber sitting next to my left or right. Finding left-handed scissors that have a good balance is a game changer, scissors that are too 'blade heavy' are uncomfortable and make it difficult to cut.

"I have met so many barbers that have been forced to learn how to cut with their non-dominant hand because resources weren't available. I do think it's important and valuable using both hands, being forced to, can turn learning new skills into a very stressful experience."

However, these early difficulties were challenging but Isabella continued to rise in the industry. "Until very recently, the barbering industry had forgotten about left-handers," she added. "The education isn't there and there are only a handful of left-

handed equipment on the market which means finding the best scissors as a left-hander isn't easy. Most shear companies either don't carry left-handed tools, or only a very select variety."

The South Carolina native added: "I have noticed an improvement since I started in the industry. Larger companies are now starting to expand their range of left-handed shears, which is great to see. When it comes to selecting scissors for myself – Mizutani is by far my favourite, and the 6.5" Schorem Masters are my ride-or-die. They're the perfect shear for wet or dry cutting. I recently experienced a pretty devastating fire in my barbershop, I lost almost every single tool, but my Masters were still in perfect condition. If that is not a testament to their quality, I don't know what is."



"WHEN IT COMES TO SELECTING SHEARS FOR MYSELF – **MIZUTANI** IS BY FAR MY FAVOURITE, THE 6.5 INCH SCHOREM MASTERS ARE MY RIDE OR DIE."

CUT TO CUT

ARE YOU TEAM CLIPPER OR TEAM SCISSOR? WELL, **WAHL** UK LEAD EDUCATOR, **DEAN GLEESON** BELIEVES THAT YOU DON'T HAVE TO CHOOSE. IN FACT, DEAN BELIEVES INVESTING IN BOTH TOOLS AND SKILLSETS IS IN YOUR BEST INTEREST, WHETHER YOU ARE A BARBER OR STYLIST.

"In simple terms," Dean explained, "If you are in a situation where you have forgot your scissors, or you've dropped them... having the skillset to use a clipper and trimmer can be your saving grace.

"On a more technical level, there are also a lot of techniques and situations where you can use with a clipper or trimmer instead of scissors to create the same quality of finish, more efficiently and more effectively."

Clipper Over Comb VS Scissor Over Comb

"Using a clipper like the Wahl Vapor™ when doing 'over-comb' cutting can be a great

option because it allows you to create with more consistency in the cuts, as well as making it more ergonomic. When you are doing scissor-over-comb cutting, your hand and scissor is basically acting the same as the blade of the clipper, but because you cannot move as quickly and consistently as a motorised tool, you can run the risk of creating lines in the hair. Using a clipper like the Vapor™ is great because it has a really powerful motor, with 8,000 RPM and an extra 16 teeth, so it gives you the precision of a trimmer. It's also an incredibly light tool – at six grams lighter than the Wahl 5 Star Magic Clip – so it means your arm won't get as tired as you're cutting."

"IT'S NOT ABOUT CHOOSING BETWEEN SCISSORS AND TOOLS, IT'S ABOUT MASTERING ALL TECHNIQUES SO THAT YOU ARE EQUIPPED TO HANDLE AND ADAPT FOR ANY SITUATION THAT COMES YOUR WAY."



Texturising Scissors VS Blade

“When creating texture in the hair, using a tool like the Wahl Kuno Clipper can be a great alternative to using texturising scissors. If you have ever caught Michael Damiano removing bulk, he is always having fun with techniques like the ‘flick and smack’ with his clipper. Learning techniques like this can create quite a fun showcase and conversation point for your clients in the chair. But in practical terms, using a clipper can also be a safer way to texturise. We have all seen people get carried away with texturising scissors and remove too much chunk, resulting in the candy floss effect at the top of the head. “Because of the shape of the clipper, you’re only taking away from the mids and ends of the hair.”

Point Cutting

“You can always spot a barber or hairstylist from a mile away by the gashes on their knuckles from point cutting. Even the most experienced cutters will catch their knuckles when doing this technique. But when you use a tool like the Black 5 Star Cordless Detailer Li, you can really create the same results in a more efficient and safer way.”

Skin in the Game

In the last few years, there has been a movement toward all hair artists – both stylists and barbers – to be able to cut all hair lengths and styles.

Dean said: “It’s not about choosing between scissors and clippers, it’s about mastering all techniques so that you are equipped to handle and adapt for any situation that comes your way. If you aren’t versatile, you run the risk of losing your clientele.”

Not sure where to start?

Dean said: “If you aren’t used to using motorised tools, it can be an intimidating or overwhelming task to figure out what is the right entry-level tool for you. My go-to tool for this is the Wahl Peanut. Whether you are a salon stylist, a session stylist, or a barber on the move, this little tool is like a Swiss army knife. It is versatile for both clipping and trimming, it’s great for kid’s cuts, getting the nape of the neck for bobs, or for texturising. It’s a super affordable tool and is smaller in size so great for people who don’t feel comfortable with a chunky clipper in their hand.”

“USING A CLIPPER LIKE THE WAHL VAPOR WHEN DOING ‘OVER-COMB’ CUTTING CAN BE A GREAT OPTION BECAUSE IT ALLOWS YOU TO CREATE WITH MORE CONSISTENCY IN THE CUTS, AS WELL AS MAKING IT MORE ERGONOMIC.”

A CUT ABOVE

FROM PRECISION WORK TO CREATIVE CUTTING, THE RIGHT PAIR OF SCISSORS CAN MAKE ALL THE DIFFERENCE. WE SPOKE TO FOUR BARBERS AND BARBERSHOP OWNERS ABOUT THEIR GO-TO TOOLS, WHY THEY SWEAR BY THEM, AND HOW THEY KEEP THEM RAZOR-SHARP.

Luke Hawkins

Owner of Luke Robert Hair

"For me, it's all about precision," said Luke Hawkins, who favours the 100% made in Japan **Yoi Scissors Wings Slim Blade 5"** scissors. "They're the perfect blend of sharp precision for everyday salon work on all hairstyles." Crafted from handmade Japanese steel, these scissors provide Luke with the ultimate control. As an ambassador for Yoi Scissors, he rotates his collection annually, but maintenance is key, and Luke recommends sharpening every six months. "Even after sharpening, the Wings feel as good as new!" he enthused. Luke also incorporates texturising scissors and razors into his craft, particularly the Yoi Razor for soft shapes and outlines.



Cole Thomson

Artist for Hattori Hanzo Shears

For Cole Thomson, it's all about the **Hattori Hanzo Shears**, specifically the **HH1 Kamikaze Slide Cutter**. "It cuts a soft, rounded line. It's so beautiful and perfect for today's hair trends."

Cole's shears are 5.5", made from high carbon steel, ensuring durability and a sharp edge for precision cutting. Unlike others who replace scissors annually, Cole believes a good shear should last a lifetime – as long as you have a solid warranty.

Sharpening? "Once a year is enough for me." But when it comes to texturising, Cole is all in. "I love texturisers – they dramatically speed up my work."



Kieran Martin

Leaf Scissors Ambassador

Kieran Martin is all about **Leaf Scissors' Black Titanium** set. "They suit my general look, and the quality is incredible!" He switches between 5" and 6" scissors, depending on whether he's focusing on precision or creative cutting. Given that he cuts 10+ clients a day, plus wefts, maintenance is crucial. "I sharpen them one to two times a year to keep them in top condition."

What really makes Leaf stand out for Kieran? "It's what they stand for. They're eco-friendly, and Steve McManus, the CEO, is a top guy. Everything they design is to improve our work and protect our health in the long run."



Charles Rose

MATAKKI Ambassador and Stylist at Crate Cheshire

For Charles Rose, the choice is simple: **MATAKKI** scissors. "The quality of steel is everything. It makes them perform well and last. Any top brand should be able to walk you through their steel quality, and MATAKKI knows their stuff."

He primarily uses 6" scissors, as they feel most comfortable in hand. Like most top barbers, Charles ensures his scissors are sharpened regularly, typically every six months, depending on usage and

maintenance. "If you use one pair for all your work, you'll need to service them more often. And if you're not oiling and tensioning them correctly, they'll blunt quicker."

At Crate Cheshire, texturising scissors and razors are part of the daily toolkit. "All tools, when used correctly, can create an excellent range of styles and achieve exactly what the client is after."



THE CARDINALE WAY

IF YOU'VE NOT HEARD OF **GIANNI CARDINALE** AND THE **CARDINALE COLLECTIVE**, WHERE HAVE YOU BEEN? FROM TEACHING THEIR TECHNIQUES ACROSS THE WORLD, TO THEIR FLAGSHIP BARBERSHOP IN LONDON. HERE, WE SPEAK TO GIANNI TO FIND OUT HIS BEST TIPS AND TRICKS WHEN IT COMES TO SCISSOR WORK.



"I've been in the hair industry for 11 years and have been educating for around six," Gianni told us. "Recently, I embarked on my own journey, creating **Cardinale Collective**, a brand that represents a third-generation bloodline of hairdressing in my family. The inspiration behind Cardinale Collective was to establish an educational and salon-focused brand dedicated to men's hairdressing. We saw a gap in the market and aimed to fill that space."

When asked to describe Cardinale Collective, Gianni told us: "Our salon has a minimalist, open-concept design, welcoming all types of male clients and embracing a variety of haircut styles. Our educational method is based on three fundamental principles that transform the way professionals approach hair... but if I told you those three principles outside of our education classes, I'd have to kill you."

And a huge part of the Cardinale Collective method is to rise to the demand of precision-cutting education. "Precision-based cutting has been on the rise for the past decade," Gianni told us. "Clients now walk into barber shops not just

with photos but with TikTok and Instagram reels, asking for highly detailed styles. If a barber can't execute these looks, it becomes a major problem.

"Precision cutting is essential for creating modern, content-driven styles. It's no longer just about skin fades – today's trends include mullets, curtains, and long hairstyles blended with shorter cuts. My scissor of choice must be Dovan Scissors as their results cannot be matched – in terms of quality and results. While fades will always be a staple behind the chair, for my business, if we didn't have the scissor skills necessary, we could be missing out on 70% of potential clients."

For barbers looking to improve their scissor-based skills, Gianni told us: "Mentorship and education is key. Whether online or in-person, investing in continuous education is essential. That's what I did, and it made a huge difference in my career. Barbering has always been about learning from those who came before you – having someone to look up to, learn from, and be inspired by makes all the difference. With so many educational resources available today, there's no reason not to invest in developing your craft."

GIANNI'S SCISSOR ESSENTIALS

For me, when I am choosing scissors, three key factors come to mind:

- **Size** – A length of five inches or less is ideal for maximum control when cutting.
- **Blade Thickness** – I prefer a thin, tapered blade for softening and texturising hair. This enhances precision and allows for cleaner, more detailed cuts.
- **Ergonomics** – A slight curve on the thumb rest provides more versatility in cutting techniques, allowing for better movement beyond just a straight cut.

GIANNI'S SCISSOR CARE STEPS

- "Your scissors should be treated with the same level of care as a chef treats their knives. If you look at top chefs, they sharpen their knives regularly, store them properly, and handle them with precision – the same principles should apply to your tools."
- "One major misconception is that any shop can sharpen your scissors – this is completely incorrect. High-quality scissors should only be sent to a specialist sharpening service to avoid damaging the blade."
- "Additionally, regular oiling and cleaning are essential to prevent rust and buildup. A well-maintained pair of scissors not only extends their lifespan but ensures every cut is as precise as possible."



THE SMART CHOICE

OVER TIME EVEN THE BEST-QUALITY SCISSORS CAN LOSE THEIR EDGE. WHEN THIS HAPPENS, THE QUESTION ARISES: SHOULD YOU SHARPEN YOUR EXISTING SCISSORS OR INVEST IN A BRAND-NEW PAIR?



This is a challenge that the owners of **CoolBlades**, **Julie and Brian Bannister**, faced when they struggled to find a reliable scissor sharpening service during Julie's time as a hairdresser. Frustrated by the lack of quality options, she and her husband, Brian, took matters into their own hands.

The pair travelled to the United States to master the art of scissor sharpening, and upon their return they took these new skills and began offering these money-saving sharpening services to salons across the UK.

Now, not only do CoolBlades have the tools to sharpen your scissors – they are the one-stop-shop where you can invest in the perfect pair. Julie told us: "For professionals seeking high-performance scissors, the Kobe range is an excellent choice,

known for its precision engineering and durability. Investing in quality scissors means you'll have tools designed for long-term use – and with the CoolBlades proper sharpening, they'll perform at their peak for years to come."

Kobe Galaxy – Sleek, lightweight, and ultra-sharp for precision cutting.

Kobe Apollo – Well-balanced with a refined edge for seamless styling.

Kobe Lunar – Designed for versatility, ideal for both wet and dry cutting.

Kobe Comet – Perfect for texturing and layering with effortless control.

Kobe Barber – A must-have for barbers, offering power and precision in every cut.

The Benefits of Sharpening Your Scissors

1. Cost-Effectiveness

Purchasing high-quality scissors is a significant investment. Regular sharpening extends their lifespan, saving you money over time while maintaining the same level of performance.

2. Maintaining Precision

Dull blades don't just slow you down – they can lead to imprecise cuts, causing hair to fold rather than slice cleanly. Sharpened scissors ensure sharp, accurate results.

3. Sustainability & Waste Reduction

Rather than throwing away and replacing old scissors, sharpening allows you to reduce waste and contribute to a more sustainable industry.

4. Customisation & Adjustments

A professional sharpening service doesn't just restore your blades – it can also adjust tension, balance, and alignment, tailoring your scissors to your exact needs.

5. Protecting Your Investment

Premium scissors are built to last. Regular maintenance protects your investment, ensuring your tools stay in top condition for as long as possible.

CoolBlades Scissor Sharpening Service

CoolBlades offer a professional scissor sharpening service for any brand or model of hairdressing scissors or thinners, as long as they're in good condition.

Prices start from just £16.25 per pair – including parts, VAT, postage, and packing. And to top things off, your scissors will be returned to you within 5-7 working days via a tracked, signed-for service.



COOLBLADES REVIEWS

Repaired!

"Not only did they repair my scissors to a high standard, but CoolBlades gave great advice on how to care for my scissors correctly."

Excellent!

"CoolBlades provide an excellent service. I have used them for a long time and will continue to do so. Their scissor sharpening service is fantastic too."

Sharp service!

"Used CoolBlades a few times now. Good quality scissors at a reasonable cost and great scissor sharpening services. Have already recommended them to several people. Good customer service and good communication."

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MATAKKI SCISSORS LAUNCH STANDARDS CHAMPION INITIATIVE

MATAKKI SCISSORS, A GLOBAL LEADER IN PREMIUM HAIR CUTTING TOOLS, HAS ANNOUNCED ITS LATEST INITIATIVE – THE ‘STANDARDS CHAMPION’ PROGRAM. THIS NEW INITIATIVE, OPEN TO ACCREDITED EDUCATION PROVIDERS, AIMS TO ELEVATE INDUSTRY STANDARDS BY INTEGRATING EXPERT-LED EDUCATION, PROFESSIONAL TOOLS, AND ESSENTIAL WORKPLACE KNOWLEDGE INTO PROFESSIONAL HAIR TRAINING.

As a family-owned brand renowned for its award-winning scissors, customer care, and digital platforms, MATAKKI’s commitment to excellence extends far beyond its products. **Founding Director, James Curd**, and **Co-Owner and Director, Emma Curd**, bring expertise across manufacturing, clinical practice, professional registration, and workplace health and safety – ensuring the company advocates for education and industry standards at every level. Yeovil College is among the first institutions to embrace the “Standards Champion” program. The college’s education team stated: “Excellence in education is at the core of what we do.

Partnering with MATAKKI allows us to provide students with the highest level of training, ensuring they work with industry-leading tools. Whether apprentices, full-time, or part-time learners, every student benefits from hands-on experience and expert-led education.” Qualified Lecturer Leanne Spriggle Hughes added: “This initiative is a game-changer. Beyond technical expertise, our students are gaining vital knowledge about health, workplace safety, and professionalism. MATAKKI’s support empowers learners with confidence, enhances their skills, and promotes best practices in client and self-care – critical for a successful, sustainable career.”

Emma Curd highlighted MATAKKI’s ethos, saying: “Social responsibility isn’t just about manufacturing. Ethical working supports a respected and sustainable industry. From planetary sustainability to working conditions and economic growth, we use our expertise to support the industry’s evolution.” With partnerships like Yeovil College, MATAKKI continues to champion qualification and professional development, ensuring the future of hairdressing and barbering remains rooted in skill, safety, and innovation.

“EXCELLENCE IN EDUCATION IS AT THE CORE OF WHAT WE DO. PARTNERING WITH **MATAKKI** ALLOWS US TO PROVIDE STUDENTS WITH THE HIGHEST LEVEL OF TRAINING.”

QUALIFIED LECTURER AT YEOVIL COLLEGE, LEANNE SPRIGGLE HUGHES



ALAN BEAK



IN HIS COLUMN, ALAN BEAK EXPLORES THE IMPORTANCE OF STEPPING BACK TO RECHARGE, REFLECT, AND REIGNITE CREATIVITY – ON THE ROAD, BEHIND THE CHAIR, AND BEYOND. A REMINDER THAT REST ISN'T RETREAT – IT'S POWER. THE INDUSTRY LEADER ALSO TALKS SCISSORS... MOST NOTABLY HIS COLLABORATION WITH MIZUTANI – APTLY NAMED 'BEAK'.



Reset & Reflect

As barbers, we give a lot of ourselves – physically, mentally, and emotionally. We hold space for people every day, offering far more than just a haircut. But in doing so, we often forget to hold that same space for ourselves. A few weeks ago, I packed up and set off on a solo trip around Scotland's famous NC500 route – a 500-mile journey of winding roads, dramatic coastlines, and untouched beauty. It wasn't just a holiday. It was a reset.

I went with the intention to switch off. Running a business and constantly striving to push creative boundaries takes a toll – one that we often underestimate. In the hustle of daily appointments, social media, and endless responsibilities, I'd forgotten how still the world can be when you're not rushing to the next thing. The NC500 reminded me of that. It forced me to slow down, breathe deeply, and just be.

Taking a break from the shop floor gave me more than rest – it gave me clarity. When you're on the road, with no signal and nothing but the sound of the wind and your own thoughts, you start to hear yourself again. For anyone in this industry, I can't stress enough how vital it is to carve out that space for rest.

So, whether it's the NC500 or a weekend in nature, I urge you to make space for yourself. Recharging isn't laziness – it's strategy. It's how we keep showing up as our best selves, not only behind the chair, but in every aspect of life.

Education

In a world full of online tutorials and perfectly edited haircut videos, it's easy to fall into the trap

of thinking that's the only way to learn. Don't get me wrong – digital content has its place. It's convenient, accessible, and often inspiring. But as hairdressers, we're hands-on creatives. Our best learning often comes from doing, seeing, feeling, and sometimes even failing.

Creativity thrives when it's fed by diverse experiences. Go to an art gallery. Watch someone tattoo. Study architecture. These are all design forms that can inform how we see shape, texture, and flow. Hair is art, after all and art is everywhere. So, next time you feel stuck or uninspired, don't just reach for another video. Try something different. The best education often begins where the algorithm ends.

Product & Tools

When it comes to scissors, I searched high and low to find a brand that works cohesively with my methods of cutting. And for me that company was Mizutani. After meeting the team, I ended up with a fantastic relationship with the brand. After trying many of their tools, we decided to collaborate on a stunning pair of shears ... aptly named the 'BEAK'.

Now let's look at products... for me the best marriage of hairstyling products is the RUGER sea salt spray and RUGER essential. It has fantastic hold, looks perfectly natural and doesn't look too much effort has been made for amazingly styled hair.

Styling Spotlight

When I need to watch a person cut hair to reignite the flame and passion there is one person that always comes to mind...

Andrea Bulu. @bulu.it

There's something deeply therapeutic about watching him cut hair... the rhythm, the precision, the quiet confidence in each movement. It's almost meditative. The way he takes sections, cuts, and transforms shape... like a kind of visual poetry. It soothes the mind, grounds the soul, and reminds us of the beauty in small, intentional acts. In a world that often feels chaotic, there's calm to be found in the simple artistry of a good haircut.



THE SIGMA SNIP

ONE PERSON WHO UNDERSTANDS THE BLEND BETWEEN THE SCISSOR TECHNIQUES OF BARBERS AND HAIRSTYLISTS IS **ANDY DAWSON**. THE AWARD-WINNING BARBER, EDUCATOR, AND OWNER OF **SIGMA MALE IMAGE**, SHARES HIS TOP TIPS FOR BARBERS LOOKING TO BOOST THEIR SCISSOR SKILLS.



"When I entered the industry in 2017, this was when this fusion of hairdressing and barbering really started gaining traction," Andy told us. "To thrive in the barbering world today, you need to be skilled in both aspects. Barbers now need to be proficient in traditional barbering techniques while also mastering key hairdressing skills like slicing, point cutting, and texturising. Scissors are an essential tool in this evolution."

As an educator, Andy is well versed on helping barbers improve their precision cutting and scissor techniques behind the chair. "A large part of what people come to me for is help with scissor work," he told us. "Many barbers are confident with clippers but struggle with precision cutting. The lack of education and skill in scissor techniques across the industry is concerning, but it's encouraging to see more professionals investing in their development."

"I use a range of scissors, each suited to different techniques. I break them down into three categories: firstly, I have a small, precision-based scissor – I opt for a 5.5" blade, though the ideal size varies depending on hand size and comfort. Then, there's my all-rounder, a 6" scissor, perfect for general cutting. Finally, I use a larger scissor, around 6.5", for covering broader areas, such as

scissor-over-comb work, beard sculpting, or Afro shaping."

When it comes to selecting the correct pair of scissors, Andy advised: "One important factor that many barbers overlook is the scissor handle design. Using an offset handle helps prevent issues like carpal tunnel and repetitive strain injuries (RSI). Straight-handled scissors put more strain on the wrist, making offset designs a smarter long-term choice. I've experimented with different brands and styles, and I have a clear understanding of what works best."

And for Andy? Choosing the right brand is simple: MATAKKI. "Their customer service is second to none, and the quality of their steel matches top competitors – yet at a fraction of the price," he said. "MATAKKI has built a strong reputation while

maintaining affordability, proving that quality doesn't have to come with a premium price tag.

"MATAKKI stand out to me as well for their aftercare services – something that is essential to scissor care, ensuring you get the most out of your tools. They offer a sharpening service and even have technicians that can come out to the barbershop to repair tools."

"MATAKKI HAS BUILT A STRONG REPUTATION WHILE MAINTAINING AFFORDABILITY, PROVING THAT HIGH QUALITY DOESN'T ALWAYS HAVE TO COME WITH A PREMIUM PRICE TAG."

For one-to-one, look and learn, or group education sessions with **Andy Dawson** – enquire at sigmamaleimage.com



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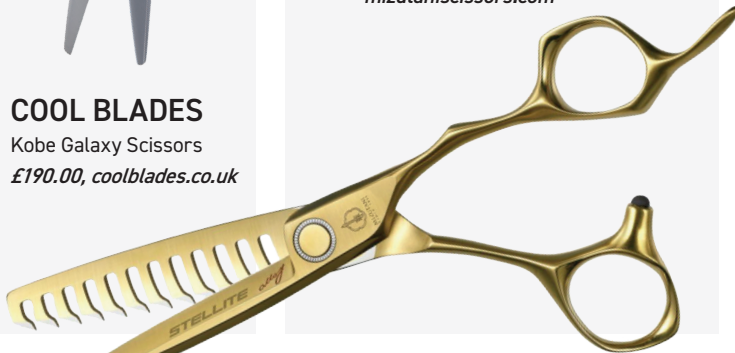
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KASHO

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