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The Men's Method by Wahl Launches in Cosmetology Schools

Sterling, Ill. (January 23, 2015) – **Wahl Clipper Corporation**, America's Clipper Company®, has a brainy solution for supplying cosmetology students with a curriculum that will help fill the gap where it is needed most – a method for cutting men's hair. Set to launch in cosmetology schools across the country, The Men's Method by Wahl combines the rich history of barbering, with contemporary salon techniques, in an undergraduate and graduate level training that rolls out this year.

"The Men's Method will focus on men's cutting techniques that are designed around introducing the clipper and men's considerations to the cosmetology school curriculum," says Lance Wahl, Director of Sales and Marketing, Wahl Clipper Corporation Professional Division. "There really hasn't been a men's educational program focusing on fundamental skills at cosmetology schools before this."

Building on its education platform that began 30 years ago with development of the Wahl Education and Artistic Team (W.E.A.T.), Wahl has tapped David Raccuglia, Founder of American Crew, as Creative Director to market The Men's Method by Wahl to schools nationwide. The program contains cutting edge photography displayed in a 120-page manual and DVD set, along with lesson plans, diagrams, videos, tests and quizzes.

The Men's Method by Wahl can be used as a complete undergraduate men's haircutting education or in developmental workshops, student salon training, or in an internship or apprentice program. Using the program as an undergraduate program will take approximately 15 days. There is also a graduate program, which can be used in conjunction with the undergraduate program, and takes about 5 days to complete.

The haircuts are housed in three chapters based on techniques and textures. There are old school cuts – Vanguard, Ivy League, Pompadour and Crew – new school cuts – Modern Rocker, Dean and Textured Crop – and TCT, or tightly curled textures – Textured Afro, Low Fade and Bald Fade.

"In addition to men's cutting techniques, the program also focuses on building client relationships," says Laura VanderMoere, Director of Education for Wahl Clipper Corporation. "We want to teach students the skills that will help them keep clients coming back."

The Men's Method offers a certificate of qualified completion. To achieve the Men's Method Undergraduate Certification, the learner must pass three assessments. The first is the final exam; the second two are haircut assessments from two different chapters - Old-School, New-School or TCT-School.

Students are encouraged to use a client consult card to jot down notes about the client, create a written plan for a haircut and to document which products the client is using at home.



“We are very excited to have Wahl as a partner in this educational endeavor,” says Raccuglia. “Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category.”

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About Wahl Clipper Corporation

Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category. Today, with over 2200 employees worldwide, Wahl is proud to carry forward the tradition of innovation and superior customer service that was created by Leo J. Wahl. Headquartered in Sterling, Illinois, Wahl distributes to 165 countries and has six global manufacturing facilities as well as eleven sales offices. At Wahl, we are proud of our heritage of excellence as well as our remarkable list of groundbreaking innovations for the present and future for the global market. Visit www.wahlpro.com for more details.