

MEDIA CONTACT

Ann Higby • w. (314) 880-5579 • c. (312) 320-5047 • ahigby@stealthcreative.com

Wahl Education and Artistic Team Welcomes Four New Members

STERLING, ILL. (JULY 19, 2016)

The Wahl Education and Artistic Team (W.E.A.T.) announces four new members: April Guiliani, Julius 'Caesar' Arriola, Andres 'Dre' Reyes and Miguel Rosas, who hail from Arizona to Los Angeles, from Greater Chicago to the Quad Cities. The addition of these new members further strengthens the team's incomparable skills and position as the industry's leader in clipper education. W.E.A.T. focuses on diverse clipper techniques ranging from precision clipper cutting to creative clipper styling, regardless of gender, race or texture.



***Pictured left to right:** Julius 'Caesar' Arriola, Laura VanderMoere, Director of Education, Wahl Professional; Miguel Rosas, April Guiliani, and Andres 'Dre' Reyes*

"I am extremely proud of W.E.A.T and very excited that the industry's demand for Wahl education has required us to continue growing our team," says Laura VanderMoere, Director of Education, Wahl Professional. "April, Julius, Andres, and Miguel each have a unique talent that grabbed my attention. They all possess the passion and dedication to Wahl and to our industry that secured them a position on our team." After completing an intense orientation and training, these next generation W.E.A.T. leaders are amped up and ready to go for the fall season.

MEDIA CONTACT

Ann Higby • w. (314) 880-5579 • c. (312) 320-5047 • ahigby@stealthcreative.com

Introducing April, Julius, Andres & Miguel of W.E.A.T.

Each of the four new W.E.A.T. members shares the lessons that shaped their desire to enter the industry and how they are paying it forward.

April Guiliani

April Guiliani works as a Cosmetology instructor in a top school in Arizona, where she has the opportunity to learn more every day. Joining W.E.A.T. has only increased her passion for the hair industry.

Since grooming horses as a teenager, April has always loved Wahl products. “I was an all-Wahl girl even before I started on the team,” says Guiliani. “I believe in supporting American-made products and I trust the product to deliver excellent results.”

She has created her own signature technique: a V-part design, which is a hard part that goes from one side to the other in a V-shape in the back. The V-part design is a different, yet functional way to tame the cowlick. She has received several requests for this look from her clientele.

Guiliani’s favorite tool is the Wahl Sterling Reflections Senior—the everyday clipper that can execute any type of cut. She also uses the Wahl Detailer Trimmer to create designs and give a nice, clean detail to her cuts.



April Guiliani

Julius ‘Caesar’ Arriola

As one of the newest members of W.E.A.T., Arriola brings new flair to the team. He shines both on stage and during private classes. His specialty includes men’s classic haircuts, especially side parts and pompadours accompanied by modern precision zero-fade blending. His formula is to fuse them together to deliver what he calls the “modern classic hairstyles.”

“I’m excited to be involved with Wahl’s established legacy and help grow it even more. It’s our job as industry professionals and representatives for Wahl to push the driving force in progressive positivity for not only barbering, but for the hair industry altogether.”



Julius ‘Caesar’ Arriola

The Cordless Magic Clip clipper and Hero trimmer are Arriola’s favorite tools to use for his clients. The lightweight Magic Clip makes head maneuvering easy and the stagger-tooth blade system makes fading hair even more effortless. The Hero is his trimmer of choice because it handles it all: outlining, design work and even balding out.

MEDIA CONTACT

Ann Higby • w. (314) 880-5579 • c. (312) 320-5047 • ahigby@stealthcreative.com

Andres 'Dre' Reyes

Besides showcasing his polished cutting techniques, Andres 'Dre' Reyes is involved with creative services for W.E.A.T., including photography, video production, graphic design and illustration.

His ultimate go-to tool is the Cordless Magic Clip because of its versatility. Some of his other favorites include the Rapid Fire to remove bulk, the Legend for easy fading and blending, the Mag trimmer for kids' hair and the Hero trimmer for hairlines and tattoo designs.

"Everyone in the industry already knows that Wahl is where it's at. I feel like I'm part of the dream team," says Reyes. "I'm motivated to work even harder and continue enhancing my skills to help keep Wahl and W.E.A.T. on top!"



Andres 'Dre' Reyes

Miguel Rosas

Miguel Rosas' role includes teaching classes, platforming and representing Wahl professionally via public appearances and social media and most importantly, showcasing superior haircutting skills at all times.

"I believe I was chosen to be a part of this team because of my leadership skills, talent, respect, professionalism and passion for this industry," says Rosas. "I am honored to be a part of W.E.A.T. because I get to represent a great team and showcase my talent and skills globally while educating others."



Miguel Rosas

His specialty is hair portraits, but also is also fluent in cutting traditional men's haircuts using techniques unique to Rosas.

W.E.A.T. is proud to be the leaders of education, helping artists achieve success

"Everyone should continue their education in both men and women's haircutting," says Guilliani. "It will keep your skills sharp, and help boost your confidence in learning a new skill or technique you may not have felt confident in before."

"My favorite part of the W.E.A.T. training was learning how to push myself in finding other uses for tools, including being able to execute women's haircuts," says Arriola. "It's highly



MEDIA CONTACT

Ann Higby • w. (314) 880-5579 • c. (312) 320-5047 • ahigby@stealthcreative.com

important to continue education, because our industry is ever-changing. Styles come and go, some are created and you never know what kind of client might sit in your chair next.”

“As the industry continues to evolve into a fusion of cultures and textures, our students, professionals, and instructors are required to *think* like an artist and be able to blend their skillset to accommodate all aspects of hair. It’s not just barbering or cosmetology anymore, in addition to tool dexterity, the essential technique *everyone must master* to succeed is a *thought process*, and this is what you will learn from W.E.A.T.,” says VanderMoere.

W.E.A.T. is a 17-member group of industry professionals that are the leaders and educators for Wahl. They are highly trained and technology advanced artists capable of instructing any skill level. Their goal is to provide student and licensed hair professionals with clipper education, and they believe that education is the key to a stylist’s success. To meet the team, please visit www.wahlpro.com/education.

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 2500 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 176 countries and has eight global manufacturing facilities as well as 25 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.