

AMERICAN SALON

OCTOBER 2016

IDEA AND
INNOVATION
ISSUE

YOUR
STORY
TOLD
HERE



POP LIFE

LUCIE DOUGHTY
CHANNELS COOL-GIRL
STREET STYLE FOR
PAUL MITCHELL

What It Feels Like For A Girl

Successful women barbers who don't have time for gender lines.

In the professional beauty world there's a different type of "glass ceiling." It's in the barbershop instead of the boardroom, and it works on the assumption that women can't make good barbers simply because of their gender. But, you have to ask yourself, if female clients happily visit male hair stylists, why wouldn't the reverse be true? These rock star women barbers broke the gender barrier, and they've never looked back.

▼ Kristi Faulkner (@kristiwahlclippers)

Wahl Education & Artistic Team member

Her reason for becoming a barber... When I first got my license, I was on a military post. At the shop on the base, we did cosmetology and barbering. I was fascinated with how fast the shop owner could do a fade.

Her biggest hurdle... Being a white female with blonde hair and blue eyes, it can be a mental hurdle for clients of a different ethnic background.

Her specialty... Different textures of hair. I always say in my classes, I don't see color walking through the door, only dollar signs.

Her biggest accomplishment... Having an incredible family, and showing my children what you can achieve through hard work.

Her favorite tool... The Wahl 5 Star Cordless Magic Clip. It's lightweight, has a long run time and a taper lever for easy fading.

Her best advice to future women barbers... Get a professional education and take all the classes you can find.



▲ Sofie Pok (@staygold31)

BaBylissPRO Platform Artist Barber/Stylist



Her reason for becoming a barber... Out of high school I knew I needed a creative outlet, and most jobs wouldn't take me because of my tattoos and hair color. I preferred barbershops to salons because of the fast pace and quick turnaround.

Her biggest hurdle... Being the only female at most shops, I've had to overcome my

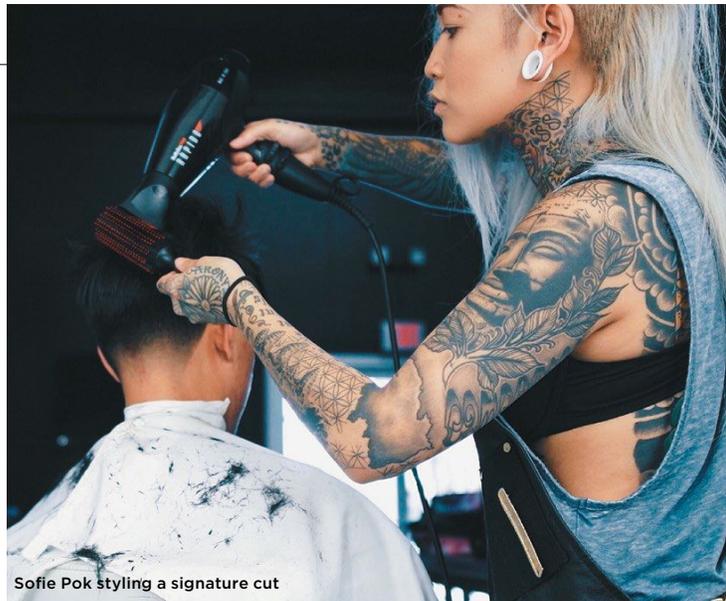
insecurities. I used to dwell on the negative comments about being a female barber. Now, I use those comments to fuel my drive.

Her specialty... Attention to detail. Skin blending is something I've always found difficult. So I've worked hard to master that technique.

Her biggest accomplishment... Being able to share my passion through education as a platform artist.

Her favorite tool... The BaBylissPRO LithiumFX Clipper. It's an all-around great clipper for any texture or style. And, with cordless power, I can freely walk around my clients.

Her best advice to future women barbers... Just like anything else in life, you get what you give. Keep your goals in mind everyday. Always think of something to improve. And stay focused.



▲ Lauren Milner (@laurenthebarber)

Wahl Education & Artistic Team member



Her reason for becoming a barber... After several years focusing on women's hair, I needed a change, because I wasn't happy. I always enjoyed the opportunity to do men's cuts. So I applied to a barbershop.

Her biggest hurdle... Constantly answering the question "can you cut?" Or, the assumption that just because you're an attractive woman, that's the only reason why

you're successful. At the end of the day, my skills speak for themselves.

Her specialty... A classic, tapered gentlemen's haircut. I figured out quickly the kind of clients that were willing to spend money and buy retail products and spa-style services.

Her biggest accomplishment... Building a dream team of talented, driven, successful female barbers at my shop.

Her favorite tool... The Wahl 5 Star Legend Clipper. The crunch blade and throw back lever makes fading so much easier.

Her best advice to future women barbers... Always sell your skills, not your sex appeal. There will be men who won't come to you because you're a woman. And there will be men who come to you specifically because you're a woman. Don't get hung up on either.



Creating soft, voluminous hair is a breeze with **Puff.Me's** revolutionary delivery system

PUFF.ME

Fun, different and truly a first-of-its-kind, **Puff.Me Volumizing Cloud Mist** is a new breed of volumizing powder that boosts volume in a high-precision way. This pump-based innovation releases smooth, targeted puffs of powder that hit the spot where needed sans messy fall-out on shoulders or clothing. Plus, the light-hold formula creates texture without drying out strands.



ESSIE GEL COUTURE

Merging fashion and technology, **Essie Gel Couture**, the company's new long-wearing line of 42 shades, comes in bottles inspired by the twirling dresses of the couture runway. But can we talk about the game-changing brush? The tapered bristle design fits to the curvature of the nail for precise and even application. And the flat stem features a 180-degree twist, allowing for more product pick-up in a super controlled way. Say goodbye to polish pooling along the wand and creating drippy messes on the nail.

WAHL HOT LATHER MACHINE

Deep down, every man wants to be pampered. That's why **WAHL** created a new state-of-the-art lather machine that provides clients with a soothing, spa-like experience every time they visit the barbershop. Two years in development, the **WAHL Hot Lather Machine** simplifies the process of creating rich, warm shaving lather. There are no complicated parts, and the machine uses easy-to-pour "liquid lather" instead of traditional concentrated lather. Better yet, it fully heats up in less than 50 minutes. The side effect of each soothing shave: a happy customer who's sure to return.



BIOLAGE R.A.W.

The natural personal care market is growing at an unprecedented rate—with hair care taking the lion's share of the market. **Biolage** Marketing Director Charlie Gant sees only one problem with this trend. "Many natural formulas either don't have a substantial amount of natural ingredients, or quite frankly, they don't perform to the stylists' expectations," he says. The solution: **Biolage R.A.W.**, a new line of high-performing hair care products with ingredients that retain more than 50 percent of their original plant and mineral molecular structure, giving stylists a natural, sustainably sourced option that doesn't sacrifice efficacy.



PUREOLOGY STYLE + CARE INFUSIONS

Pureology has introduced a whole new category of blow-dry products with its **Style + Care Infusions** line. The packaging is pure genius. Dual chamber tubes combine the perfect blend of styling product and targeted treatment in one easy-to-use formula every time. Bottled perfection? We think so.

PHOTOGRAPHY: (MODEL) COURTESY OF DESIGN.ME