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Lay the Foundation for Great Style with Wahl '19 Men's Grooming Line

STERLING, IL (November 18, 2014) – The foundation of great style must be laid with solid tools. Wahl '19, an innovative new line for men, is your first means to healthy hair and artistic swagger.

Wahl has what is best for hair and skin completely under control. Wahl '19 for men gives your hair and skin exactly what you need, along with the attitude and confidence that come from the most stringent credentials. All products in the Wahl '19 line fall within the desired 4.5 to 5.5 pH range for hair to look its best and Wahl says so on every bottle.

"The thing everyone's hair and skin have in common is pH," said Lance Wahl, Director of Sales and Marketing, Wahl Clipper Corporation Professional Division. "The pH is universal and we have taken the time to formulate this product line to create hair and skin solutions that work for all clients. And barbers and stylists now have a high quality, multipurpose line of men's products that will work on all hair and skin types."

The new Wahl '19 line contains four products – COMPLETE, CONTROL, NO STING and MORTAR.

COMPLETE is an over-all shampoo and body wash. For hair, COMPLETE is the ultimate shampoo that cleans dirty buildups and leaves hair with a fresh, invigorating scent. When applied as a body cleanser, it thoroughly cleans pores, eliminating odors in the process without drying, irritating or stripping essential oils and nutrients.

CONTROL is an all-in-one conditioner, grooming and shaving cream solution. CONTROL conditioner is infused with wheat proteins and amino acids that help restore damaged hair. As a grooming cream, it tames beards and softens skin. It's so flexible, that it makes for a great shaving cream alternative, offering a low-pH and alcohol-free formula that's safe for all skin types.

And freshly-shaved skin deserves extra-special care. Enter NO STING, an alcohol-free astringent that moisturizes skin, closes pores and helps prevent ingrown hairs.

The style touch comes from MORTAR, a low-pH and alcohol-free product that protects hair.

"The attraction of a great men's hairstyle is bold definition and extreme flexibility," said Laura VanderMoere, Director of Education in the Professional Division at Wahl. "MORTAR protects hair from whatever is thrown at it. It can easily transition from a clean 9 to 5 business look to a more daring, edgy look for night. MORTAR is a matte finishing paste that is moldable and pliable yet provides the hair with superior hold they can run their hands through without breaking a finger."

Wahl has tested these products thoroughly and has seen incredible results for all hair and skin types. No matter the trends, healthy hair is always in style. For more information on Wahl '19, please visit www.wahlpro.com.



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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 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 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.