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RECHARGE with Christina Goree, Wahl Education and Artistic Team Member
Wahl Recharge Class Debuts at ISSE Long Beach Featuring the Unique Talent and Artistry of W.E.A.T Educators

STERLING, IL (February 9, 2015) – After three decades behind the chair, master barber and stylist Christina Goree executes her craft with exquisite wit. Her passion is palpable when she’s teaching, and her most important lesson to convey is always recharge.

“It’s important to recharge in order to have longevity in the industry and keep an upbeat, happy persona in the work place,” she said. “Clients, family, business - they can pull you in many directions. It’s simple. Refocus. Refresh. Get back to the passion and energy and the genuine love of the art of hair.”

To keep her passion burning, Goree turns to her involvement as a W.E.A.T. educator, interacting with her industry peers and her work with Lady Barbers United, a not-for-profit women’s organization that encourages opportunities for women to develop their skills in barbering and become leaders in their communities.

“There was time when I fell into a rut after I achieved many of my goals, many of which were historical,” Goree recalled. “I have to keep pushing and creating to keep myself motivated.”

Education is a great way to stay motivated, she added.

“It benefits me as an artist to stay motivated, upbeat, continually educated on the new trends and techniques. And it keeps my clients excited to know I’m on top of what’s new in the industry,” Goree said.

At the International Salon and Spa Expo (ISSE) last month, Goree was passing on her tips and techniques to other stylists as she demonstrated classic men’s grooming.

“My favorite technique is a seamless fade,” she said.

“Classic styles have made a comeback - the classic comber, the pompadour, the jell roll. Even a few old trends I never believed would return like the shaved mohawks and mullets. Anything goes now days. It’s whatever your personality can pull off.”

W.E.A.T. is a 15-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, visit www.wahlpro.com/education.

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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.