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**RECHARGE with Juan “Jay” Ramos, 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) – Armed with his clippers, he appears ready to teach various techniques, but what Wahl Education and Artistic Team (W.E.A.T.) Member Juan “Jay” Ramos is really hoping to convey is much more abstract – a mindset.

“Many of us have been doing hair for some time and we tend to come to a point where we look at it as a routine instead of remembering the passion,” he said. “Why did we ever get into the hair industry in the first place? It is important to recharge, to get out of that routine we fall into. Deep down inside, all of us started doing hair for the passion and enjoyment of doing hair.”

Ramos, a master barber and cosmetologist, started his career when he was 14.

He began simply – sweeping, cleaning and attending to customers in his mother’s salon. By 16, Ramos had mastered the art of fading. He knew he was destined to become a hairstylist. Graduating from both high school and cosmetology school at the same time, Ramos hit the industry running, determined to make something of himself and his life.

Ramos now owns multiple salons in New York and Florida. His determination, ability to communicate, and his loyalty to Wahl clippers have positioned him as a member of Wahl’s Education & Artistic Team.

But even someone as passionate as Ramos can hit a rut. What he wants other stylists to know, even more than technique, is how to master motivation.

“I hope my audience takes every single thing they can, not only a technique but a phrase, and motivation to keep striving to be able to be the best of their abilities back in the salons and or barbershops; something they can grab on to and make them feel that feeling they had when they wanted to do hair,” he said. “Kind of like having butterflies in your stomach again. My passion is seeing the look on the clients face after I give them a transformation haircut. Knowing I made a change in the person’s day, to be able to make them look different.”

Listening to Ramos, it is easy to see that hair is in his blood. When asked to pick a favorite tools or style he simply can’t. But he does have a go to technique.

“When I’m cutting hair, one of my favorite go-to techniques when it comes to fading and blending is soft lines of demarcation,” he explained. “By lifting off the clipper to create a soft line instead of a hard line of demarcation, it allows me to go through the process of fading in a much faster and more efficient manner to be able to execute the haircut. It doesn’t matter on the type of fade I’m creating. Whether it’s a low fade, medium fade or even a high fade, wherever my first line of demarcation is I



am going to use a C shape stroke to create a soft line, and for every other line of demarcation I use the same technique to blend.”

Styles change between years, states and even neighboring cities. Hot styles fade out and old styles comeback. No matter what your clients are asking for, Ramos said education is a key to keeping you up to date and your passion alive.

“Download Wahl’s APP,” he said. “It is jammed packed with a lot of educational videos. Also stay active with expos and hair shows. And, go to as many educational classes as you can. Never limit yourself and think you know it all. Go to [Wahlpro.com](http://Wahlpro.com) and always stay on top of new tools and classes.”

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](http://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](http://www.wahlpro.com) for more details.