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RECHARGE with Lauren Milner, Wahl Education and Artistic Team Member
Wahl Recharge at America's Beauty Show Featured the Unique Talent and Artistry of W.E.A.T Educators

STERLING, IL (March 27, 2015) – On the fast track to educating stylists with her expertise, Wahl Education and Artistic Team (W.E.A.T.) Member Lauren Milner showcased her skills during America's Beauty Show, held March 21-23 in Chicago, when she took the Wahl stage to spotlight the ease of transitioning to clippers as your mechanical shears.

"I typically find that most people don't use clippers outside of guard work and I want to show that just about anything you can do with a shear you can do with a clipper, and easier," Milner said. "It saves time, allows you to position and cut the hair at angles you would normally be physically limited with when using the shear and eliminates stress on your body."

Milner rotated her clippers 180 degrees so she was holding it upside down along with a clipper comb in the same hand as if using shears.

"This allows you to hold the hair in your fingers and cut with your clippers, essentially using them like scissors," she explained. "This can be used on any length of hair, as long as it's longer than finger length, to remove length, create layers and texturize. We also utilize this tool positioning when performing the brush cut technique as well."

Milner hopes her demonstration of using clippers as an alternative to mechanical shears sparked some excitement in her students and drives them to think outside of the box and expand their techniques.

"We all need to get our creative juices flowing sometimes," she said. "Some of us have a habit of falling into a very repetitive and comfortable place with ourselves and our clients. We have to recharge so we can continue to bring fresh and new ideas to our clients. I am the kind of person who is always looking for a new challenge and excitement in my line of work. That's what drew me to it in the first place. The challenge of trying something new or creating a new look for a client is what it is all about and my clients know I'm always thinking of ways to tweak and change their look to keep it fresh and exciting."

Milner is a hands-on learner. She loves to take continuing education classes and play with new products. But her biggest source of inspiration is her clients.

"My passion is fed by my clients and the constant excitement they have about getting an awesome haircut," she said. "My clients will occasionally bring in pictures, but they mostly rely on me to give them a new look that not only will look good, but will fit their lifestyle and also their ability to style at home on a daily basis."



Because so many clients depend on their stylist or barber for stylish and manageable hair, Milner said it is important to stay on top of trends.

"I am absolutely in love with the combover style right now. It is a modern twist on a forever-classic style," she said. "We have really seen the more classic and sleek looks make a comeback in the last several years. The comb over, pompadour, undercuts are still very popular and will be around for the long haul. It's a nice change from the shaggy cuts and the disheveled messy tops for guys."

While staying on top of what's hot right now, Milner also keeps an eye on what is coming so she can give her clients a fashion forward edge.

"I definitely look to European countries for trends that eventually will be heading here," she said. "I also look at runway and high fashion trends, but I look at them and think of a way to make those hairstyles it more wearable for the average person."

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.