

**MEDIA CONTACT**

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## Another First: Wahl Professional Launches Wahl Select Barbers

*Program to Build Upon Success of Wahl Professional Ambassador Initiative*

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Artists, educators, innovators and social media influencers all-in-one. Successful barbers and stylists are as well-rounded as their blades are sharp.

Wahl Professional will recognize the efforts of those who are truly relentless in their passionate pursuit as artists and ambassadors with the new Wahl Select Barbers program, the applications for which can be submitted starting today.

Those selected will receive at least one new Wahl Professional product each month to test or review, have their content shared by the Wahl Professional social media team, and strengthen their consideration for a position on the Wahl Education and Artistic Team (W.E.A.T.).



*Photo Courtesy of Wahl Professional*

“This is an amazing opportunity not only to test out what’s new from Wahl, but to potentially join our outstanding Wahl Education and Artistic Team,” said Aaron Flick, Senior Marketing Associate, Professional Division, Wahl Clipper Corporation. “(We want) to build a community, provide more knowledge on Wahl tools and education, and to look for artists who are loyal to the Wahl brand. This new tier of the Ambassador Program will take them to the next level.”

Anyone who is a licensed barber or stylist and a member of the Wahl Professional Ambassador program is eligible to apply.

But, as the name implies, Wahl Select Barbers will set themselves apart based upon a specific set of criteria: knowledge of Wahl Professional tools, a passion for educating other artists, an active Instagram presence, and an output of consistent high-quality content.

The last two points are of special merit.



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“Wahl Professional strives for quality and the artists selected will be of the highest quality in both their content creation and professionalism,” explains Flick.

Wahl Professional will choose 10 artists to hold the distinction of being recognized as a Wahl Select Barber. More openings will occur upon possible advancement of Wahl Selects to become part of W.E.A.T., or as other circumstances arise.

Selects will be notified of their honor via the Wahl Ambassador program two weeks after their submission is received.

Current Wahl Professional Ambassadors will receive an e-mail inviting them to apply. Those who want to become an Ambassador to fulfill part of the qualification process, can sign up at <http://wahlpro.com/get-started/become-an-ambassador/>.

As to plans for an expansion to the program?

“You never know what Wahl has in store,” said Flick.

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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 25 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.*