



Wahl Select Barber Program Now Accepting Applications

The program that promotes influencers to W.E.A.T. members is about to launch.

Sterling, IL. (January 25, 2019) – Calling all barbers who are a notch above the rest - the ones who relentlessly pursue their passion as artists and creators. Do we have your attention? Great! Because Wahl Professional wants YOU! It's time to apply for a spot on the Wahl Select Barber program.

The same program that last year got Corina Reyes (@corina_ladybarber) noticed - and eventually promoted to the elite Wahl Education and Artistic Team (W.E.A.T.) - is now taking applications for 11 new members. Those chosen to the Wahl Select Barber program 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 W.E.A.T. team.



“I’ve said for the last 15 years that I will be a W.E.A.T member, so I’ve put the pedal to the metal and got out there to do everything within my means so that my name would be relevant within the industry,” said Reyes. “So, when the opportunity presented itself, I jumped on it because I knew being on the Select Team put my toe in the door.”

The Wahl Select Barber program is open to anyone who is a licensed barber or stylist and a member of the Wahl Professional Ambassador program. But, while anyone can apply, a Wahl Select Barber will stand out based on a specific set of criteria: knowledge of Wahl Professional tools, a passion for educating other artists, an active Instagram and/or YouTube presence, and an output of consistent high-quality content on those social media channels.

“Wahl Professional strives for quality and the artists selected will be of the highest quality in both their content creation and professionalism,” said Aaron Flick, Senior Marketing Associate, Professional Division, Wahl Clipper Corporation.

Those chosen to be in the Select Barber program will be notified of their honor via the Wahl Ambassador program. Current Wahl Professional Ambassadors will receive an e-mail inviting them to apply. Those who want to become Ambassadors to fulfill the first part of the qualification process can sign up at <http://wahlpro.com/get-started/become-an-ambassador/>.



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About Wahl Professional

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 2,500 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 for more details.