

MODERN

SALON

January 2015

NYC inspired

Central Park serves as the backdrop for texture, shape and structure.

SERVE AND PROTECT

Care for your most important tool: your hands

+ reflect and CHANGE

Take the Healthy Hairdresser challenge!

Fresh Focus

Kick off 2015 by planning new services, experimenting with trends and raising the bar on client satisfaction.

Hair: Marilyn Cole

Method Man

Wahl Clipper Corporation is rolling out brand-new, technique-focused education, The Men's Method, to cosmetology schools across the country.

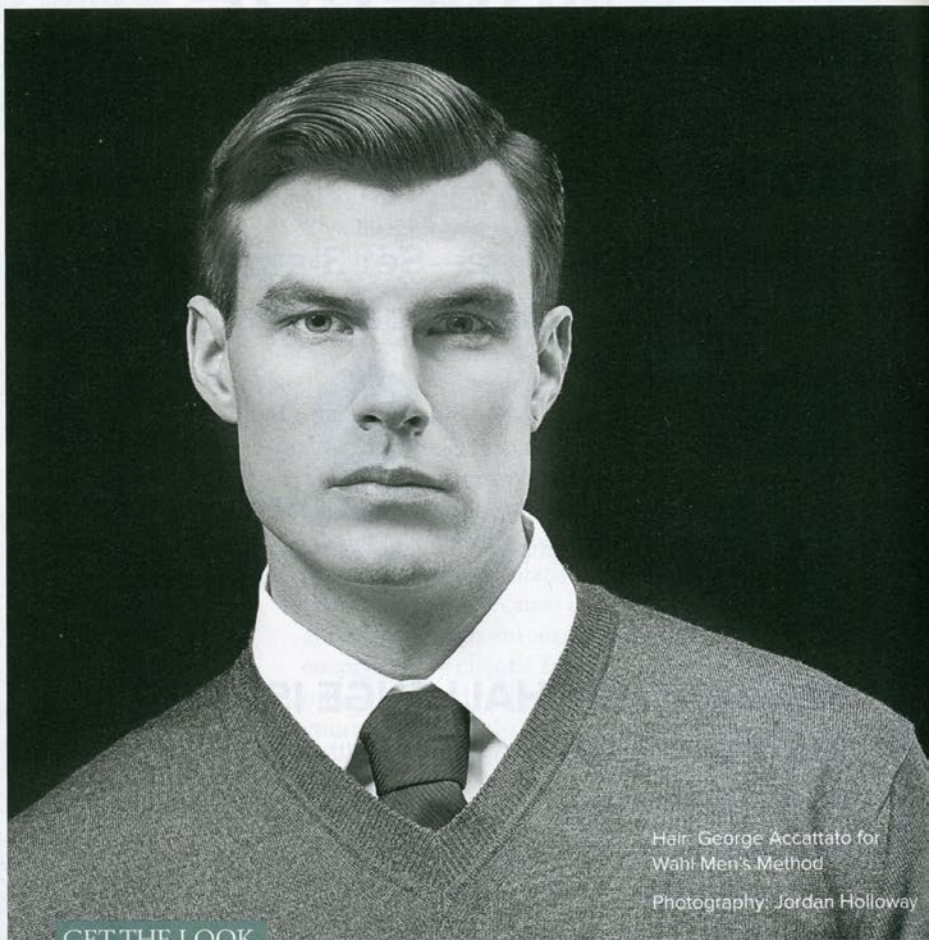
By LAUREN QUICK

Wahl's new education program, The Men's Method, comes with an array of heavy-hitting stylists ready to teach and inspire, and a curriculum that's straightforward and technical. **David Raccuglia**, founder of **American Crew**, serves as the creative director in order to market The Men's Method by Wahl to schools nationwide. The 120-page manual and DVD set can also be used as in-salon training for current stylists.

"The Men's Method will focus on men's cutting techniques that are designed around introducing the clipper and men's considerations to the cosmetology school curriculum," says **Lance Wahl**, director of sales and marketing for Wahl Clipper Corporation Professional Division. "There really hasn't been a men's educational program focusing on fundamental skills at cosmetology schools before this."



Hair: Garland "G-Whiz" Fox
Photography: Jordan Holloway



Hair: George Accattato for
Wahl Men's Method

Photography: Jordan Holloway

GET THE LOOK

The Ivy League

This quintessential men's haircut is longer and fuller on top, shorter back and sides with no scalp exposure but hairline tapered around. Wahl Icon taper-lever clipper (or Sterling 9 clipper) used.

1. Start in the nape and use clipper-over-comb from hairline up toward pre-determined U-shaped parting to remove length and weight. Position head down while working in the nape.
2. Continue clipper-over-comb through sides using previously cut section as a guide.
3. Transition to the top using vertical sections starting just above the ear.
4. At the occipital, establish a guide and over-direct remaining lengths back to create a length increase towards the front.
5. Cut radial vertical sections in the crown to blend.
6. Direct lengths straight up in horizontal sections to connect sides at the crown.
7. Freehand taper the hairline at all points and detail with shear-over-comb to refine.
8. Distribute flexible-hold grooming product and blow dry with fingers or a vent brush.