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**RECHARGE with Nieves Almaraz, Wahl Education and Artistic Team Member**  
*At CosmoProf Spring Style Show held April 12-13 in San Jose, California*

STERLING, IL (April 15, 2015) – One of the most important tools a barber and stylist can use to execute a style is to have an open mind.

“There is always something to learn from someone in this industry,” said Nieves Almaraz, an award winning platform artist and Wahl Educator.

Almaraz showcased his skills at the CosmoProf Spring Style Show on April 12-13, at the San Jose McEnery Convention Center in San Jose, California. Almaraz, along with other members from the Wahl Education and Artistic Team (W.E.A.T.), are diverging from the traditional curriculum they usually follow to develop specialized classes, known as Wahl Recharge.

“Recharge is an exciting concept,” he said. “Recharging is something we as stylists and barbers should be looking to do frequently, whether we have been behind the chair for so long or even if we are fresh out of school. We can be stuck in the same routine and practicing the same techniques over and over.”

This year’s class theme allows W.E.A.T. educators the freedom to develop their own objectives and feature their unique talent and artistry.

“My Recharge session is focused on teaching a step by step customized men’s haircutting technique I developed called Band Blending,” Almaraz said. “This technique is aimed at improving speed and skills in blending short men’s haircuts. Speed along with skill are very important in our industry because time is money.”

Band Blending is an advanced, but simplified haircutting technique Almaraz developed through years of trial and error in the art of men’s haircutting. He has traveled the world showing others how to create flawless fades and unique graphic hair designs with his customized technique.

“The audience will leave the class with a better understanding of the blending process, known as fading, and also how to be conscious of time spent on a haircut,” he said. “I will be using an assortment of Wahl tools including the Reflections Senior, ChromStyle, Legend, Hero Trimmer and Detailer Trimmer.”

Almaraz’s skillful approach offers modern, original and simplified techniques that provide an uncomplicated understanding to using clippers. And, Almaraz believes that professionals in the industry need a solid education in clipper capabilities and techniques, especially with the evolution of men’s looks.



“Haircut trends are definitely changing. We went from seeing the famous Mohawk to everyone wearing their hair with a hard part and styled combed over to one side,” Almaraz said. “Beards are also something on fire right now and it is important to know how to keep client’s groomed.”

And the best place to see how trends are evolving? Social media.

“Whether you’re a client of mine or a professional in this industry, if you want to stay on top of trends, new products and techniques or find inspiration, I recommend social media,” Almaraz said. “It’s a new era when it comes to trendsetting, and social media is the place to see what styles are trending from wherever you are in the world.”

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.