

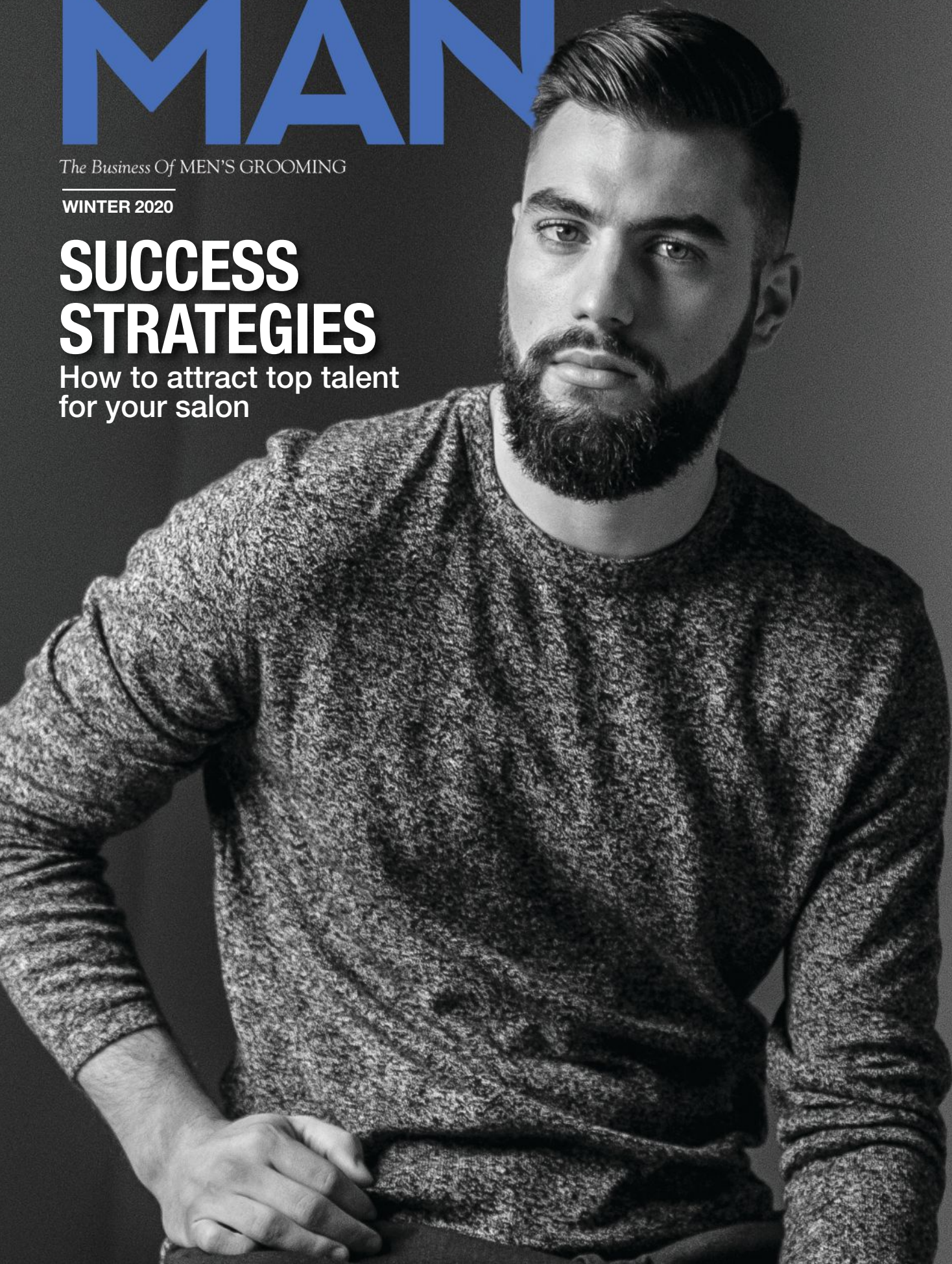
# MAN

*The Business Of* MEN'S GROOMING

WINTER 2020

## SUCCESS STRATEGIES

How to attract top talent  
for your salon





# MUST-HAVES

by Sarah Reyes



**Johnny B. Juniors** Shampoo, Conditioner, Detangler, Pomade and Gel boast all-new gentle formulas designed for kids. (Shown: Gel) @johnnybhaircare



**Truefitt & Hill Apsley Shaving Cream** features a glycerin-based formula that allows for a close and comfortable shave, as well as an aromatic fragrance containing notes of vetiver, grapefruit, pepper, cedar wood, patchouli and musk. @truefittandhill.usa

**American Crew 2 in 1 Skin Moisturizer & Beard Conditioner** is a lightweight formula that softens and conditions beard hair while moisturizing the skin beneath. @americancrew



**Bosley Professional Strength Bos•Renew Rejuvenating Scalp Scrub** utilizes bamboo, charcoal, rosemary leaf extract and shea butter to cleanse, moisturize and improve scalp health. @bosleypro

**Lucky Tiger Liquid Cream Shave** boasts a rich creamy lather that soothes and moisturizes skin while reducing razor burns. @luckytigershaving



**Finipil 4 Men Only Professionals Choice Antiseptic Cream** nixes 99.99 percent of bacteria that can be agitated during the hair removal process while staving off follicle infection. @nufreefinipil

**Nirvel Professional MEN Age Defender** is formulated with antioxidants, oak extract and Japanese cryptomeria sprouts to stave off signs of aging. @nirvelprofessional\_official





by Sarah Reyes

# AT YOUR SERVICE

Add these ingenious tools to your kit for stellar services.



**Andis Master Cordless**  
@andisclippers

> With a flexible cordless design and a lithium-ion battery that provides 90 minutes of run time, the Master Cordless features a Master Li blade that quickly adjusts from size 000 to 1 with the flick of a switch.



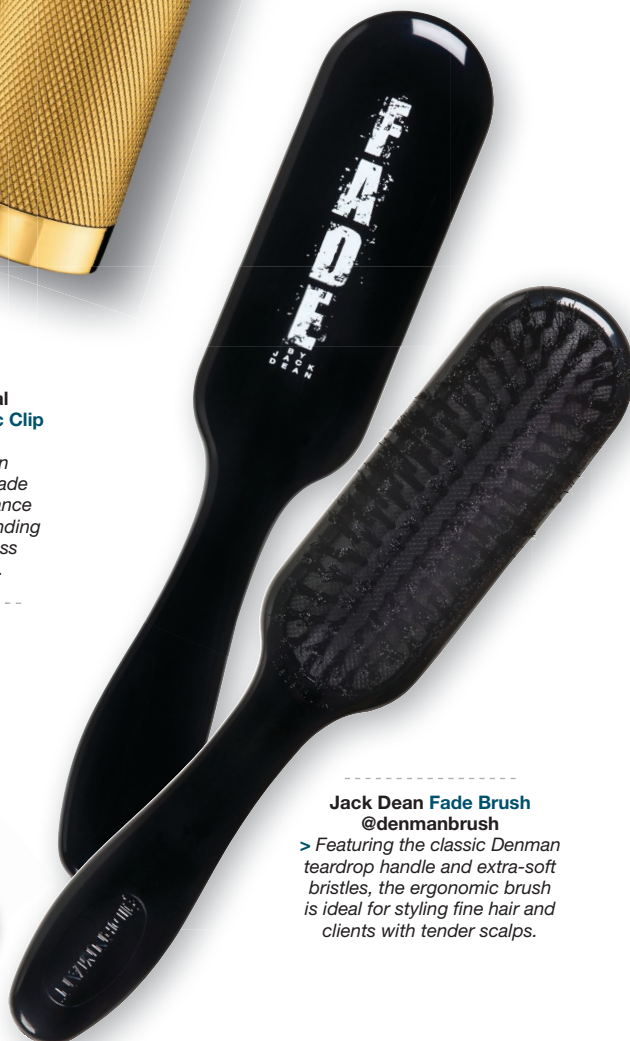
**BaBylissPRO GoldFX**  
@babylissprousa

> Built with a fully exposed T-Blade for a complete 360-degree view, the powerful 7,200 RPM brushless engine makes for quick, thorough styling.



**WAHL Professional  
5 Star Cordless Magic Clip**  
@wahlpro

> The high-precision stagger-tooth 2161 blade boasts sharp performance for easy fading and blending with cord and cordless cutting capabilities.



**Jack Dean Fade Brush**  
@denmanbrush

> Featuring the classic Denman teardrop handle and extra-soft bristles, the ergonomic brush is ideal for styling fine hair and clients with tender scalps.