

BARBERSHOP

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AMERICAN BARBER. DESIGNED BY BARBERS FOR BARBERS



THE MOST COMPLETE BARBER LINE

LINE FOR THE BRAVE NEW BARBER SHOP

Today's barbershop attracts a converted group of men who are expressing their whiskered version of masculinity.

Old Italian men in white T-shirts have been replaced for young, eccentric barbers, who also take great pride in their hair, beard and mustache. A "quick trim" walk-in has morphed into a deeper experience – beer, coffee, a good old' yarn, live artists, and high-energy.

An evolved man-cave, of sorts, with all the traditional barber shop elements.





COLOUR SHAMPOO

DISCOVER NEW SERVICES IN YOUR Barber Shop.



The barber shop resurgence comes as no surprise, given how serious younger men are about their beard and hair. While the unruly, 'I haven't showered in weeks look' is cool, requisite upkeep made way for regular trims.

Beardburys, the Complete Barber Line has just landed in Australia from Spain, offering Barbers a line for all aspects of grooming men.

No hair, long beard. Long hair, clean cut. Short hair, small mustache. Beardburys supports barbers, no matter who walks through their doors. Beardburys offers products for hair care, fixation with waxes, pomades and styling products, products for care beard & moustache and shaving. In addition specific coloring for men, and essential accessories for all Barbershops, without forgetting Doctor Bald, the first specific treatment for bald heads.

Beardburys's Doctor Bald range is the winner of the 2018 Best New Innovation at the Beauty Global Awards. Think of handsome Jason Statham. He makes bald hair, sexy... and so does Doctor Bald.

CREATE OLD-MEETS-NEW BARBER SHOP, WITH BEARDBURYS.

The first ever specific shampoo and lotion for bald people in the world, offering a new category of salon services. It is a must for every barber's shop. The shampoo and cleansing lotion combo cleanses and cares for the scalp. Free of sulphates and parabens, the natural extracts soothe and settle the skin, while removing sebum (oil). It comes with a patented ultra-clean, ultra-handy applicator.

In addition the 1 step easy to use men's color range in 4 tones, is a semi permeant color with variable coverage in a shampoo format. It is applied to hair, beard or moustache and covers in just 5 minutes for a natural finish, or 10 minutes for more intense. Most importantly there is no root effect and it gradually disappears with washings. It is free of Ammonia and Parabens giving an outstanding result, offering another new salon service.

The Barber Shop is a social club, a place to 'hang out', and a place men belong.

Beardburys the complete barber line is just good old-fashioned experience, walking out with a new-age style.

DOCTOR BALD



Doctor Bald is the first hair treatment shampoo & lotion specifically designed for bald Heads



To receive further information on Beardburys beardburys.com.au

To order Beardburys, please contact the Australian & NZ Distributor, Hair Beauty Co-Op hairbeautycoop.com.au 1800 635 545

This is a professional-only range

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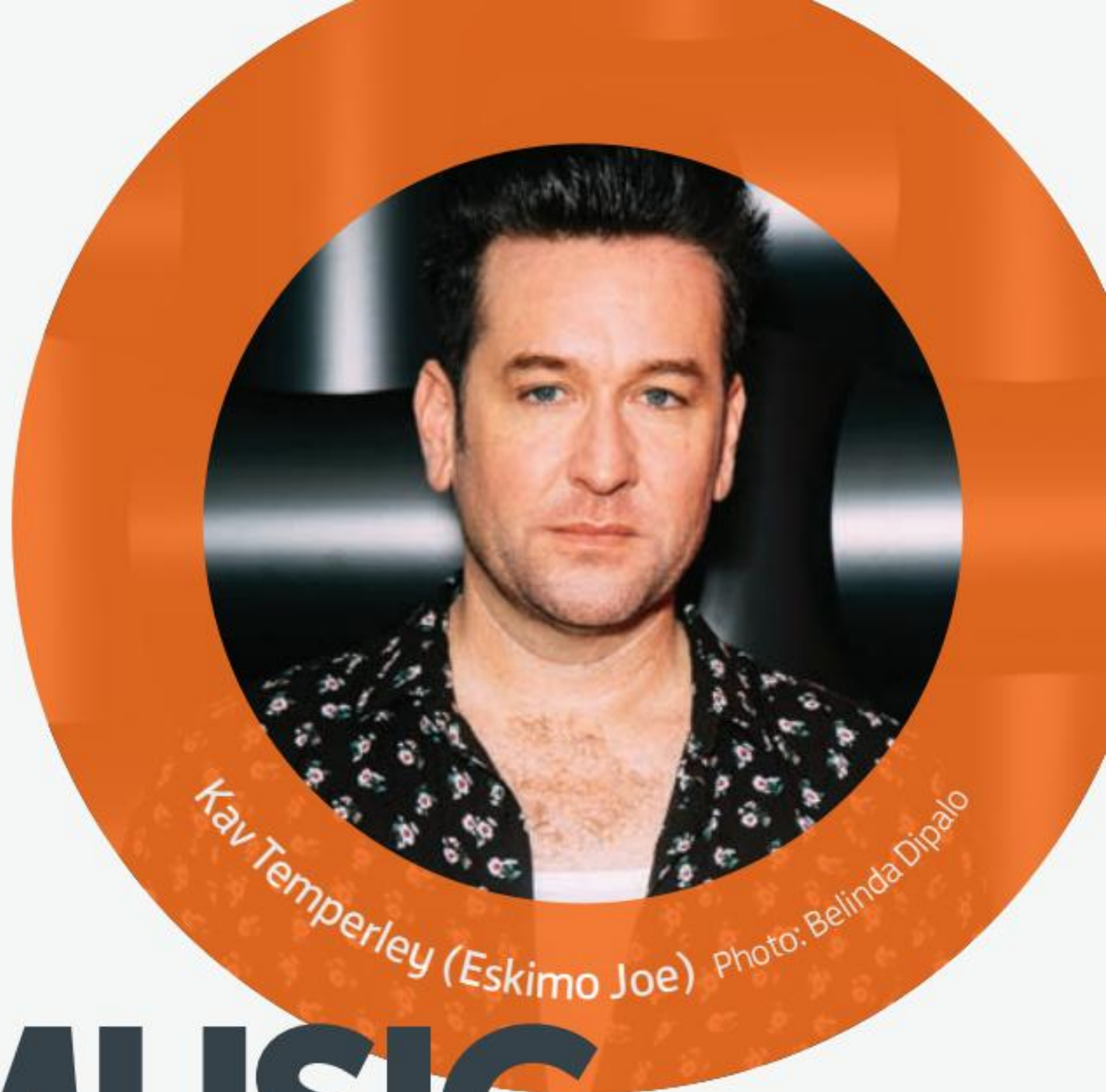
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ONE MUSIC. ONE LICENCE.

Music licensing has changed for the better. In the next few months barber shops will receive **step-by-step** information on how to transition from the two-licence system of APRA AMCOS and PPCA to the simpler one-licence system of OneMusic Australia.

For the first time ever, there's an e-commerce website so you can log-in, transact online and review all your music use details in one place, at any time of the day or night.

What next? The advance information about OneMusic Australia will be rolled out to coincide with your renewal date. In the meantime contact hello@onemusic.com.au or visit our website.

onemusic.com.au
1300 162 162

Barber shops will enjoy enormous benefits from:

- a huge cut in red tape and admin time - you've been asking for it!
- new background music fees - with packages starting at \$85
- easy add-on options for telephone on hold and website music
- legal access to a worldwide collection of music

OneMusic
AUSTRALIA

BARBER SHOP

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EDITOR'S LETTER

Welcome everyone,

I am excited to bring you your final edition of the year of Barbershop Magazine and my first as editor. First and foremost, I'd like to acknowledge Lance Liufau for the great work he has done these past years at the helm. I have some big boots to fill and hope you enjoy my take on how I report to you, present to you and celebrate with you, all things Barbering, amongst the pages of this truly great publication.

I bring 36 years' experience to the table as a master hairdresser and barber and have previous journalism experience with titles from street press to Rolling Stone, a writer's diploma from AWARD School Sydney, 7 AHIA Finalist Nominations and 9 News Corp Best in Business awards.

My passion today for this industry is unwavering, my level of enthusiasm towards it is the same as my first day on the job in 1984.

I am driven by every aspect of this industry and everything it stands for and represents. The artistic element, the educational and skill sets element, the business knowledge element and the interpersonal and customer service elements.

Through the pages we will explore these elements in-depth, break it all down and put it back together. I hope it sounds interesting; I can't wait!

Right now, there couldn't be a more exciting place to be than in the Barbering and Men's Hairdressing Business. Never before has there been a time in history where a global trend and movement could fully flourish, where all the planets have lined up, so to speak.

We have had a permanent shift in the psyche of males across the continents all wanting to be well groomed in an infinite amount of styles and looks. What's in? The ultra-fine-tuning and detailed grooming of a man's individual image is in, whatever his style.

It's almost 2020 and we have an industry that can grant these wishes to fruition. With highly skilled Barbers, the science genius' that make outstanding tools and products for us to use professionally, and to on-sell to meet the needs and demands of this highly educated new group of savvy consumers. Not to mention, of course, the technology to connect and share it all instantly amongst those creating it....us.

This issue you will meet our new European and US correspondents Jürgen and Nieves respectfully, next issue our UK and Asian correspondents will be on board. We will be keeping our finger on the pulse here in Australia, with what's happening around the Barber World through our guys that are there 'on the



ground'. Sharing knowledge with techniques, trends, innovations, opinions and business insights.

Also check out our new bloggers covering a broad range of subjects, and well-rounded views connected to our craft and industry.

Expect to see content from both sexes flowing in. Our sources say that just like we are seeing here in Australia, a growing number of women are attending educational events as well as entering and excelling in this industry internationally as skilled barbers and business owners. Another interesting statistic is the number of qualified 'women's and men's hairdressers' of both sexes crossing over to full time barbering.

We have also enlisted some new writers that will bring their overwhelming humanitarian characteristics to our pages, to report on some amazing events and people within the industry that are already having an incredible positive influence on it.

I am equally excited about the 'AUSTRALIAN MODERN BARBER AWARDS', proudly owned by mocha publishing, publishers of this magazine and others within the hair and beauty industries, and well versed in industry awards. We have a teaser in this edition to get you thinking and will officially be launching the information kit and Awards site before the end of the year! These awards will include both photographic and business categories.

To finalise my first eds note to you, something that really stands out to me at the moment at all Barbering and Men's Hair events around the world is the comradery amongst the attendees. One could call it "The Brother and Sister Hood that unites us all, The Love of Barbering."

Enjoy!!

Rex Silver

Rex Silver
Editor – Barbershop Magazine
Follow me @[rex.a.c.silver](https://www.instagram.com/rex.a.c.silver)

Share and tag us on Instagram @barbershopmag to get your work, shops and images shared. And if you have an amazing story to share, please email me: rex@mochapublishing.com.au

A brand new initiative giving mens hairdressers and barbers
a platform to showcase their creative and business skills

COMING TO 2020

AMBA

2020

AUSTRALIAN • MODERN • BARBER • AWARDS

CATEGORIES

Photographic and Submission

Australian Modern Barber of the Year
Australian Modern Barber Business of the Year

PHOTOGRAPHIC ONLY

Best Mens Collection Classic
Best Mens Collection Freestyle
Best Team Collection
Best Mens Collection Junior

BUSINESS CATEGORIES

Best Director/Owner of the Year
Best Customer Care
Best Men's Educator of the Year
Best Barbershop Design of the Year

NOMINATED CATEGORY

Special Recognition

AMBA Clean Skin Professional Product Awards Categories

HAIR CARE - Best Shampoo and Conditioner pair or 2 in one product
HAIR STYLE - Best Styling Product. Entries can include:- Styling Wax, Cream or Paste
BEARD CARE - Best Beard Care Product. Entries can include:- Oil, Wax, Cream or Paste

INFORMATION KIT WITH CRITERIA & CATEGORIES

9th December 2019

OPEN FOR ENTRY

21st February 2020

PRODUCT DEADLINE

18th May 2020

ONLINE ENTRY DEADLINE

22nd JUNE 2020

FINALISTS ANNOUNCED

1st August 2020

AWARDS NIGHT

MELBOURNE

1st November 2020

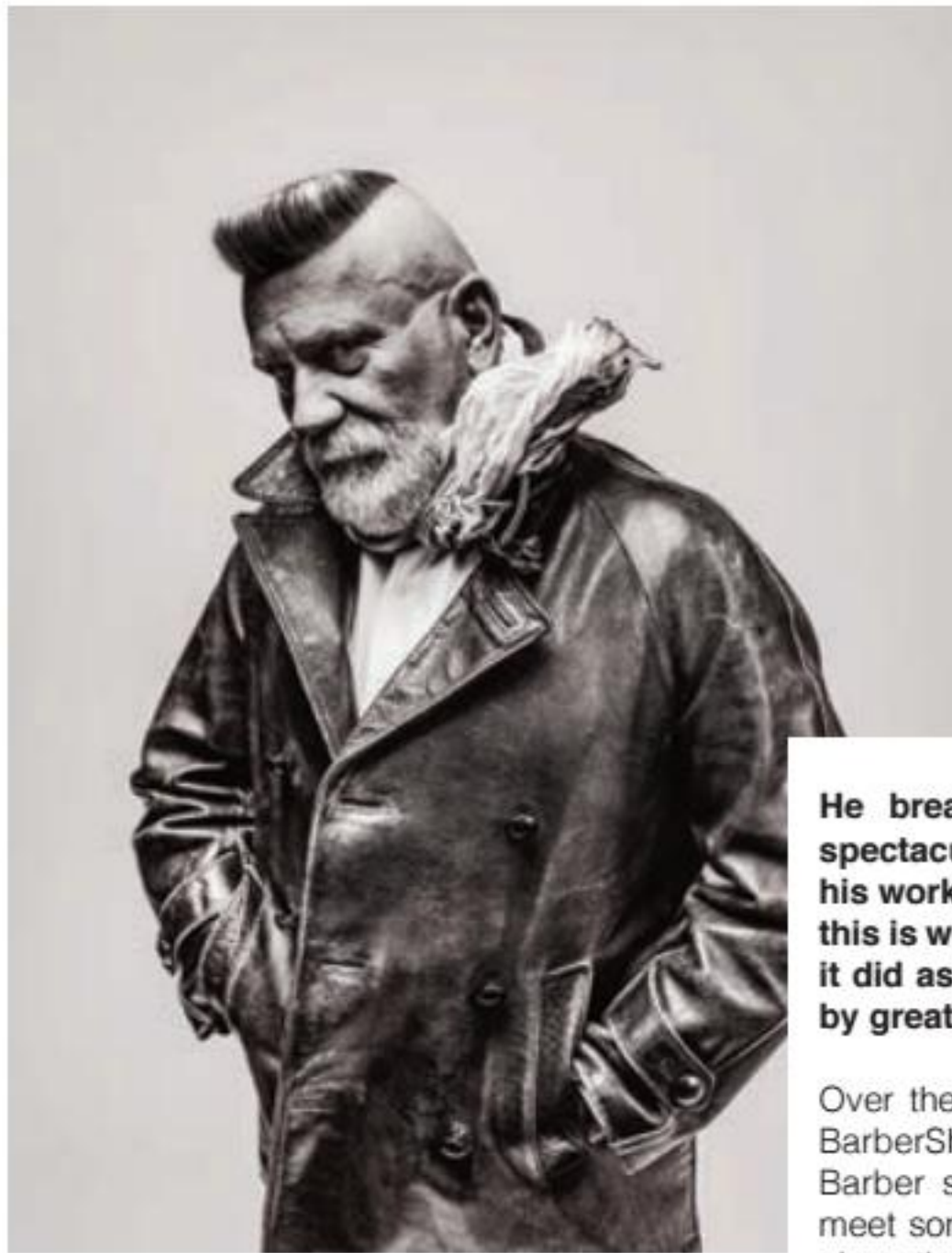
WWW.AUSTRALIANMODERNBARBERAWARDS.COM.AU

BREAKING DOWN THE WALLS OF TRADITION

BY REX SILVER

Jürgen Niederl is a Barber with a love of Traditional Barbering to its core. This is evident in his work, his approach to his craft and his amazing Barber Shop and Academy in the historic city of Graz, Austria.





He breaks down the walls of tradition in spectacular fashion in the way he presents his work in beautiful photographic images and this is what drew me in to his orbit and I'm glad it did as it is always such a joy to be inspired by great artists.

Over the coming issues, Jürgen will be helping BarberShop present to our readers the European Barber scene, as we cover events, profile and meet some truly passionate and talented people along the way.

But first, let's meet this guy, a devoted educator who shares his knowledge of the craft around the world and at 32 years of age, placed 3rd at The International Barber of The Year Awards (2017). He is the current Austrian Barber of The Year, he is.... Jürgen Niederl

WHEN DID YOU START OUT IN BARBERING AND WHAT INSPIRED YOU TO DO SO?

I finished my training at one of Great Britain's most prestigious companies where unique techniques are given priority. After that, I worked as a style director and at this time I also performed with the International Artistic Team from London and led several seminars in German speaking countries. To be a Barber is my commitment for life, not my job.

WHEN DID YOU START YOUR FIRST SHOP?

2016 my dream came true and I opened Holy Tiger the first traditional Barbershop in Graz, Austria. The main idea was not just to open a shop but to create a brand. My goal was to manifest my love for this craft.

DESCRIBE YOUR STYLE OF BARBERING, YOUR SHOP AND IT'S DESIGN, AND WHAT THAT REPRESENTS OR MEANS TO YOU.

I have an original traditional vintage antique barbershop from the early 1900's. The furniture is antique as is the Barber Chairs, Back Bar, Barberpole; they come from the Original Companies: EMIL J. PAIDER CHICAGO, ERNEST KOKEN BARBER SUPPLIES ST. LOUIS USA ,THEO. A. KOCHS Chicago USA and TAKARA BELMONT, JAPAN. With my shop, I wanted to create something real in a world where tradition has started to fade. A place where men can be men, share and have conversations amongst each other while they get a traditional haircut or shave. Customers can have a cold beer or the finest shots of whiskey in a unique atmosphere.

“TO BE A BARBER IS MY COMMITMENT FOR LIFE, NOT MY JOB.”

My style of Barbering is full of British perfection and the Californian lifestyle with the sweet taste of the good old glory days. What you won't get when visiting our barbershop is standard hairstyles or copies. We only cut hairstyles that have been exclusively created by ourselves and they embody quality, perfection, tradition and lifestyle. Our hairstyles are classic cuts and not "one hit wonders". The right hairstyle accompanies a man till the end of days - likewise does the right barber.

DO YOU FAVOUR A SPECIFIC ASPECT OF BARBERING, I.E. CUTTING, BEARS OR SHAVING?

To me, being a barber is a way of lifestyle, not an occupation. Passion for this craft is what makes it possible to put creative ideas into action.

TELL US ABOUT THE HOLY TIGER ACADEMY?

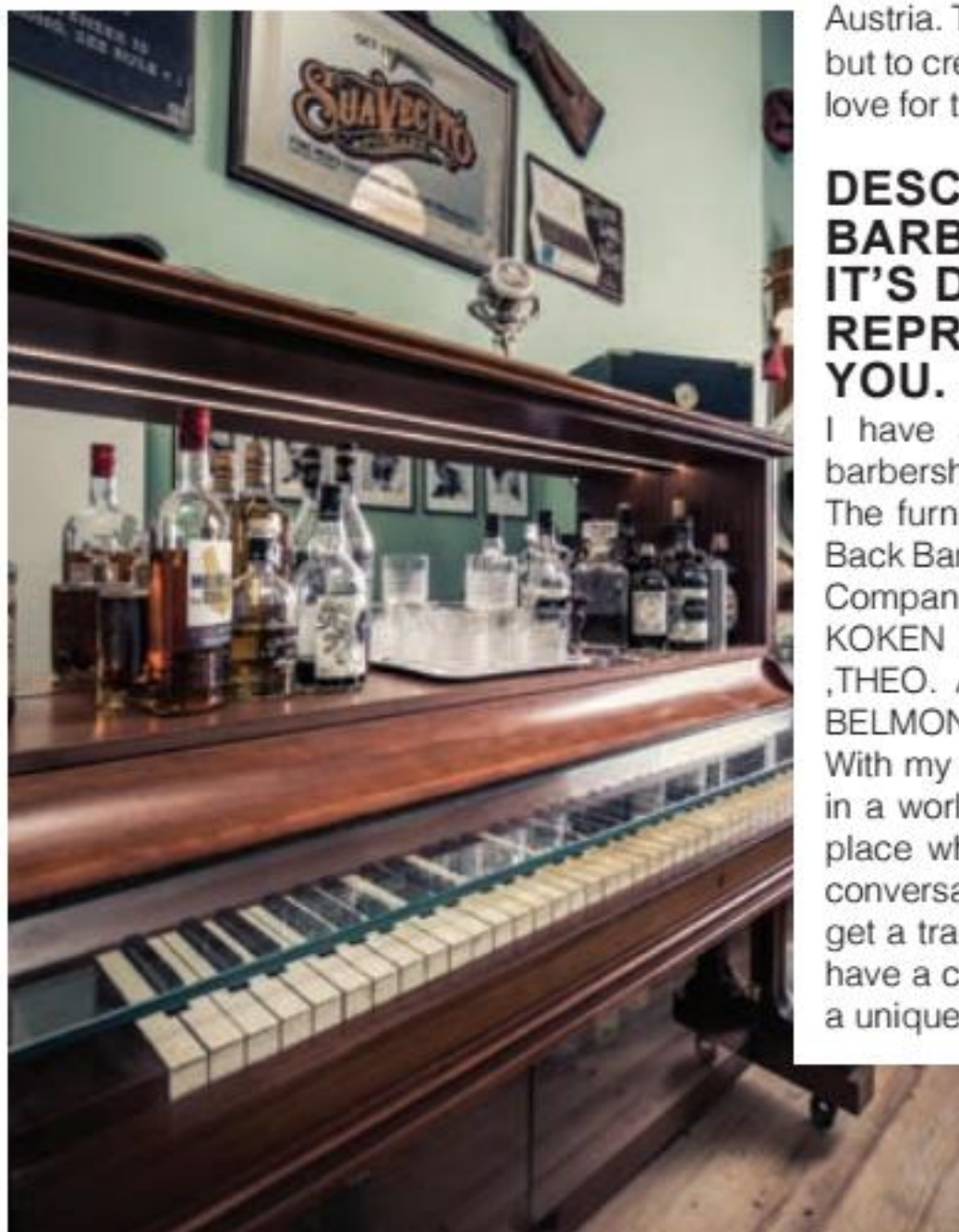
In 2018 I opened the first traditional Barber Academy in Graz/Austria. It does not matter if your skills are at a beginner level or if you are an advanced barber. Our academy is suitable for everyone: barbers, hairdressers, stylists or anyone who is interested in the craftsmanship.

YOU ARE CURRENTLY AUSTRIAN BARBER OF THE YEAR AND PLACED 3RD AT THE INTERNATIONAL BARBER OF THE YEAR AWARDS IN 2017, HOW HAVE THOSE AMAZING ACHIEVEMENTS AFFECTED YOUR BUSINESS?

I do a lot more workshops at our academy and many barbers from around the EU come to us for a visit. I get invitations for guest spots or shows all over the world. We are very proud and it's an honour for me and my company, that we can bring our style around the world.

HOW MANY SHOWS DO YOU DO A YEAR AND HOW MANY OF THOSE ARE ABROAD?

It varies from year to year. This year I had about 5 internal seminars and abroad, this year was about 4 shows. Among other things, I was invited to Barber Park 2019 in Brazil. (Ed - Read our coverage of Barber Park in this issue)



■ cont'd on page 10

■ cont'd from page 09

WHAT WAS IT LIKE TO BE AT BARBER PARK?

I had a really great time in Brazil, the guys from QOD Barbershop were amazing. It was really cool to go there and to show my know-how and to get some inspirations. For the Barbers in Brazil it's not only a job – it's passion. And that's the same for me. It's not only a means to earn money, it's a way of life which is fully lived!

WHERE DO YOU DRAW YOUR INSPIRATION FROM?

I get inspired by many things. Movies, music, actors and subcultures and famous fellas of the past. or everyday trifles. There is no "red thread" here. I see, I hear something and then often a small idea becomes something great.

CAN YOU DESCRIBE YOUR CLIENTELE.

Our clientele is mixed. From the road worker to the businessman. Everyone is equal in our shop. It was and is always a concern to me to offer my clients a great service and high quality and the pursuit of perfectionism.

HOW MANY DAYS A WEEK ARE YOU BEHIND THE CHAIR AND HOW MANY CLIENTS WOULD YOU SEE IN ONE DAY?

5 days a week - from Tuesday to Saturday. Clients – well, that's different from day to day because it depends on the service and the opening times. Appointments are 30min to an hour, again, depending in the service.

WHAT ARE YOUR FAVOURITE TOOLS?

I only work with Wahl machines and Mizutani scissors.

WHAT'S THE BEST BUSINESS DECISION YOU HAVE EVER MADE TO DATE?

To open my own shop...I get to do what I love.

WHAT'S YOUR 5 AND 10 YEAR GOAL?

Just to do my job with same love...like I do it now. New Collections, Competitions, Education and Shows all over the world!

CAN YOU GIVE ONE PIECE OF ADVICE YOU WOULD LIKE TO SHARE TO ASPIRING BARBERS?

Train hard, love what you do, do it with passion, be yourself and never give up. You never stop learning.

WOULD YOU LIKE TO COME TO AUSTRALIA AND DO SOME SHOWS?

For sure. Would be a pleasure to me. Australia is one of my dream destinations!!

Stay tuned, as we are excited to announce a regular feature in 2020 from our NEW European Correspondent Jürgen Niederl

Keep up to date with Jürgen on Instagram
[@holytigerbarbershop](#)
[@grave_tiger](#)



60 SECOND SPEED DATE WITH JÜRGEN NIEDERL

FAVOURITE FOOD

My homemade barbeque. 100% BIO! (sic Organic)

HOW MANY TATTOOS DO YOU HAVE?

Phew! I do not know. It's getting harder and harder to find space for a new one

FAVOURITE DESTINATION TO DATE

Brazil

FAVOURITE MOVIE

Point Break

WHAT ARE YOU WATCHING

Documentary's

WHAT ARE YOU READING

Surf and Bike Magazines
Newspaper

FAVOURITE DRINK

Cold Coca-Cola with ice and lemon

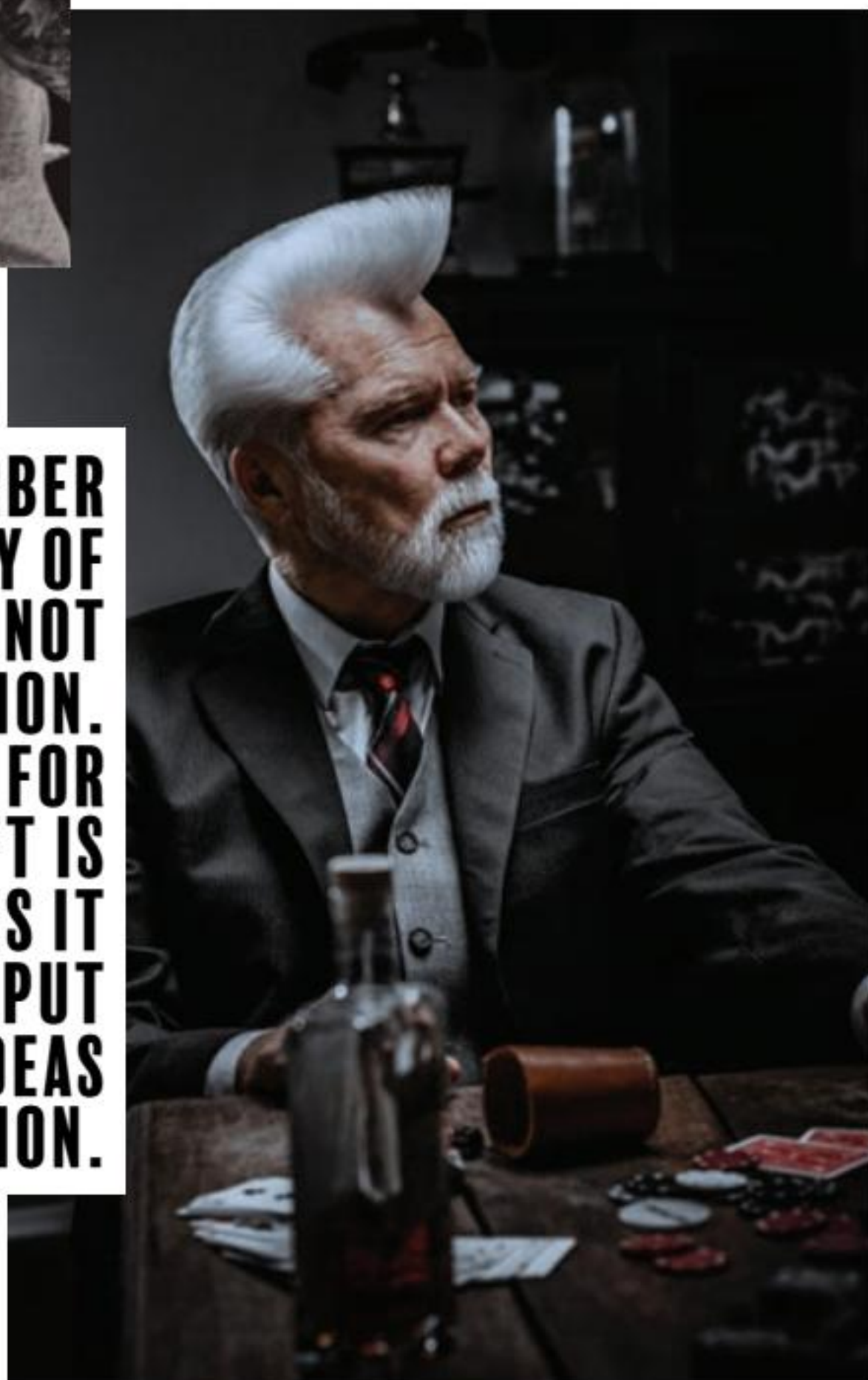
CARS OR BIKES

Both, but you will find me more on my Harley Davidson than in my Muscle Car!

DO YOU HAVE A SPORT

Skateboard, Gym and currently, I have discovered surfing for myself and I try to plan my vacations so that I can catch a good wave.

“BEING A BARBER IS A WAY OF LIFE, IT'S NOT AN OCCUPATION. PASSION FOR THIS CRAFT IS WHAT MAKES IT POSSIBLE TO PUT CREATIVE IDEAS INTO ACTION.



BaBylissPRO®



With high torque, brushless Ferrari designed 9,500 RPM motors, BaBylissPRO hair clippers were born to perform. Hyper speed and raring to go! Lithium ion battery with 2 hour run time, plus cordless convenience and dual voltage for worldwide usage.

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A COOL PROFESSION

BY REX SILVER

A self-proclaimed dreamer, this Chicago born and raised entrepreneur started cutting hair at 12 years of age with his friends on each other at Grammar School. Fast forward to today and you will find Nieves Almaraz travelling from South America through Mexico and all over the U.S., both as a Wahl Educator and as a Master Educator with his company 'How To Fade Hair'.



He owns Jacobs Barber Shop, a six chair shop in downtown Chicago along with his Academy on the same site, has 3 DVD's out on his YouTube Channel, which has over 7 million views. Over the coming issues Nieves is going to help BarberShop keep our readers up to date on all things Barbering Stateside!!

Let's meet the man who in his early 20's walked into a Barber Shop and thought WOW, what a cool profession!

“OUR INDUSTRY IS HEADED IN A GREAT DIRECTION AND THE SKY IS THE LIMIT, ALL ONE HAS TO DO IS GRAB AT IT.”



WHERE DID YOU DO YOUR QUALIFICATIONS AND CAN YOU TELL US WHAT THAT PROCESS IS IN THE USA?

At the time I went through training in the state of Illinois, to obtain a license you must complete 1,500 hours of training in a Barber and or cosmetology program. If you would like to become a master educator/instructor in either field, you must complete 1,000 additional hours per field. I went through both Barbering and Cosmetology programs as well as the master educator programs in both professions a total of 4,500 hours.

PLEASE TELL US ABOUT 'HOW TO FADE HAIR'. HOW IT STARTED, WHERE IT IS NOW AND WHAT HAPPENS AT A SHOW.

I started How To Fade Hair in 2008. At the time I saw that there was a demand for men's clipper cutting information, not only in the barber world but to cosmetologists as well. Being a Spanish speaker, I noticed that there was very minimal educational material in the Spanish market as well as the English speaking market.

60 SECOND SPEED DATE WITH NIEVES ALMARAZ

FAVOURITE FOOD

Lately I've been eating lots of pizza!

FAVOURITE PLACE YOU'VE VISITED IN THE WORLD

Guanajuato, Mexico

FAVOURITE MOVIE

So many to choose from, The Book Of Eli to name one.

WHAT ARE YOU WATCHING

Rhythm + Flow on Netflix

WHAT ARE YOU READING

How To Win Friends & Influence People (Dale Carnegie)

WHAT ARE YOU LISTENING TO

Today: The Killers (Mr Bright Side) Neneh Cherry (Buffalo Stance)

FAVOURITE DRINK

H2o

DO YOU HAVE A SPORT

Boxing, I like to play basketball



So, a light bulb went off and I created an instructional video for both English and Spanish speakers. I also noticed at the time there really wasn't much on YouTube with this kind of information, therefore I launched the 'How To Fade Hair' YouTube channel.

Since I was one of the first there, I quickly started gaining viewers and subscribers from all over the world. The demand was so great I released two other instructional 'How-to' Videos.

I did have an app out in the market as well. How To Fade Hair's most recent accomplishments are becoming certified in my home state as an official 'Continued Education Provider', thus launching the Online How To Fade Hair Academy and a 10 city tour.

The tour consists of myself and multiple talented guest educators that share and showcase their knowledge and skills to groups of students and professionals in the business.



BARBERING IS THE FASTEST GROWING PROFESSION IN THE UNITED STATES (FORBES 2017) AND IS A \$4BN INDUSTRY IN AMERICA (IBISWORLD 2018). CAN YOU TELL US WHAT THAT LOOKS LIKE TO YOU?

It is very exciting to see the direction the barbering industry is going now especially with the power of social media and being able to communicate as well as see trends from other barbers all over the world.

Information and communication is very instant in this day and age, the direction we are headed makes for all who are ambitious with a dream to have full control over their destiny in the Barber industry.

PLEASE GIVE US SOME INSIGHTS AND OBSERVATIONS YOU HAVE FORMED OVER THE LAST COUPLE OF YEARS FROM YOUR TRAVELS EDUCATING ACROSS AMERICA AND MEXICO AND SOUTH AMERICA.

One thing I noticed in my travels is that barbering is a brotherhood and everywhere I've been thus far I have been accepted with open arms. No matter what state or country, other barbers are eager to learn, passionate and very welcoming. I myself believe in this industry. You must keep an open mind, there is always something to learn from someone.

Stay tuned, as we are excited to announce a regular feature in 2020 from our NEW American Correspondent Nieves Almaraz

Keep up to date with Nieves on Instagram

@[howtofadehair](#)



THE RISE OF THE FEMALE BARBER



Collette Saunders has been in the industry for over 30 years. Growing up in the country and coming from humble beginnings, an incredible hard work ethic was instilled in her then, that even in 'semi-retirement', she still carries through to today.



“THE RIGHT QUALIFICATION DOESN'T JUST MEAN A PIECE OF PAPER. IT MEANS PRIDE IN WHAT YOU BELIEVE IN.”



Fast forward to now and she is still a working barber, an advocate for women barbers and on the board of the Jack Reed Foundation. No time for rest for this driven, passionate and talented individual. Read on for her personal account of an incredible life lived thus far with much more to come!

The song goes... "This is a man's world. But it wouldn't be nothing without a woman or a girl." Thanks James Brown! And what is that man in the chair without that woman standing behind it. Today I'm writing about the rise of the female barber. 30 years I've lived and breathed her, with enough stories to fill novels. Though it is not for myself that I want to speak, but for the new generation of women of worth who are making emergence among their industry peers. For the past year and a half I've presented them to the world from a platform called @australianfemalebarbers A safe space for these remarkable ladies to show their work without fear of intimidation. To feel proud. To feel community. It has been the most inspiring time of my life.

IN THE BEGINNING

I grew up a country girl with 2 parents who handed me incredible work ethic which saw me work my fingers to the bone (pardon the skin fade pun). It is the work ethic of the women I post that reminds me of myself and makes me smile. It is the reason I started AFB! A representation of Australian barbering women who would otherwise go unnoticed. To place the everyday female barber in a spotlight designed just for her. To give her a name. And where would I like to take this you may ask! Across this country and across the globe! No limits!

My 30+ year career in barbering, which includes 23 years of business ownership in Central Queensland, was one that was solitary by today's standards. No social media and business platform with which to launch myself as a brand. No industry peer support on the levels found today. No trophies to gather dust on the shelf. Career highlights are more humble than most. I was a single mother of 3, running the only female owned barbershop in my town. In my previous career I had been a legal secretary and had travelled extensively in Europe and UK finally working as PA to Marketing Directors and Managing Directors of noted Advertising Companies in Central London. Returning to my home town and 3 babies later, my then husband and I opened a barbershop which grew so quickly that I had to step in to help. I had always been good with hair, so I jumped straight in the deep end so to speak. I commenced my apprenticeship when my babies were 1, 3 and 5 years of age and by the time they were 5, 7 and 9, I was a single mother with a business to run and children to raise. The business operated 6 days a week and outside of that I still managed to personally provide services for the aged in their care facilities, and every 2 years was invited to the Army Base at Rockhampton to have a Pop Up Barbershop on base for the Talisman Sabre combined American Australian exercises. Today I am semi-retired working 20 hours a week for Darcy Salmon at @thecuttingedgebarbers_ in North Brisbane. I just can't give it up and what I love most about this industry today is the pride that is being taken by barbers in applying their trade. These days men and women are requiring more from their barber. This brings me to a point with which I am very passionate about, and that is for a barber to have their Cert III



in Barbering. The right qualification doesn't just mean a piece of paper. It means pride in what you believe in, keeping a standard of excellence and rising to a level that you will maintain throughout your barbering career. Education is accessible to everyone these days. YouTube subscriptions, or by attending classes of one of the many educators who showcase their skills is only a click away! To see the standard of work being on par, from the corner suburban to the upmarket inner-city shop, is outstanding, and shows that sense of pride taken throughout.

THE JACK REED FOUNDATION

This year I was invited to join the Board of a Directors for The Jack Reed Foundation, a not for profit organisation that delivers over 1500 free haircuts annually to the homeless and at risk youth. This enormous effort is the vision of Danielle Hannah, our CEO, and she achieves it largely on her own and with the help of volunteers including myself. The next project for our foundation is "99 New Beginnings". Apprenticeships, conducted in Pop-Up Style Barbershops built from shipping containers, will be offered to disadvantaged youth to give them an opportunity to gain a trade and employment. As part of their learning they will also be giving back to the community by participating in cuts for the homeless events. Danielle Hannah and Teresa Reed are the CEO's of JRF. Danielle has her own barbershop @jackreedbarbershop, and also the mobile barbershop van, from which cuts are given at various charity events around the Brisbane region. The mobile barbershop is also used for functions and weddings and I join Danielle for these pre booked events where we provide first class grooming for Grooms and their Groomsmen. Major sponsors of JRF are Barber Brands International and ICandy Scissors Australia who share the vision of the 99 New Beginnings Project, and support above and beyond throughout the year. Their commitment was solidly proven this year when David Morton owner of BBI, the Right Hand Man Richie Finley of Captain Fawcett and Danielle Hannah of JRF all rode Harleys provided by Morgan and Wacker HD, from Brisbane to Rockhampton raising funds for JRF 99 New Beginnings Project. Up front in the pilot vehicle was Paul Valentine of BBI, Jimmy O'Brien of Jimmy Rods, Jimmy Niggles of Beard Season and myself. We stopped at Barbershops on the way where Jimmy would do a cut ensuring \$200 each stop was donated by BBI. The trip saw many friendships and networking created while raising funds for a worthy cause. Stops were made at Logan's Barber Lounge Mooloolaba, Memphis Barbers at Gympie, The Garage Barbershop Bundaberg and Gladstone, Crown 2 Reign Barbershop in Gladstone before pushing on to Rockhampton for a stay at the iconic and heritage listed Criterion Hotel complete with its own ghost. From there David, Richie and Danielle shared a ride further. A 700 km Loop inland back to Brisbane for Richie to experience the Aussie outback from the road.



discussions between Shella Thornton, an award winning barber, Andis Global Educator and owner of 3 barbershops, Danielle Hannah and Teresa Reed of Jack Reed Foundation and myself. Our passion shared was to see female recognition in an industry that is historically male dominated, creating an atmosphere of healthy competition between Female Barbers. We had hoped for 10 finalists! We gained 24! Although that number cut to 19 as Murphy's Law would have it. The First Ever Female Barbering Competition in Australia was a smash hit. All tickets were sold to a capacity crowd at Matters In Gray Training Facility in Brisbane. A major prize pool of over \$7000 from Sponsors Andis, Barber Brands International, Icandy Scissors Australia, Beauty Pro Global, Morgan Taylor Gelish Nails and Milkman Grooming Co. The winners were all celebrated by their opponents, supporters and audience, taking home their engraved FEIBI trophies and gifts. The next Feibi Awards 2020 is already in the pipeline, and all we can say to that is "Bring It On"!!

MENTAL HEALTH AWARENESS

This October saw Mental Health Awareness week a feature on AFB and JRF calendars. JRF set up the mobile barbershop at the Moreton Bay Mental Health Expo on the shores of Moreton Bay beside the iconic Redcliffe Jetty. The morning was spent delivering free haircuts for homeless and at risk in the community by a team of volunteers, including myself, donating their time. To be a part of a charity day like this is a very rewarding experience. Giving back is not just a good thing to do, it connects you to people in the community who may be needed at some stage in your daily work life should a customer need to be referred to them for help. AFB also teamed up with 1000 Barbers @1000barbers to give daily instagram posts regarding self-awareness, customer awareness and mental health awareness. This initiative was started by Fliiss @rucksackandme and was created in support of @thelionsbarbers suicide prevention campaign. I met Fliiss in Melbourne earlier this year and her commitment to wellbeing of barbers and their self-care was a subject we both shared in our discussions. Fliiss has kept on track with growing a community online that will support mindfulness of our own environments and health as a barber. I will be keeping this theme flowing with Fliiss and 1000Barbers as a reminder to those who follow AFB that our own self-care and wellbeing is as important as that of the person in our chair, and to look out for your mate working beside you.

So, in summary, you can see that this small town country Female Barber, who semi-retired 8 years ago, has a rather full plate and is showing no signs of slowing down any time soon. Add writing for Barbershop Magazine, at the invitation of the new Editor, Rex Silver, to my list and I'll barely find time for a husband, 3 kids, 2 grandkids and 4 fur-grandkids!! But I wouldn't have life any other way!

THE FEIBI AWARDS

In September this year the first ever Australian Female Barbering Competition was held. The FEIBI Awards was launched. This event was the culmination of September 2018

I am looking forward to contributing my Blog in the coming editions of Barbershop Magazine starting with this edition and the opportunity to share the Barbers, who just happen to be Female, with you all.

MY BARBER STORY

BY AIDAN BIASI

Aidan Biasi is a 7th generation barber with over 5 years experience so far in the trade, in Sydney's Northern Beaches. He works alongside his parents, uncle and younger sister in one of the Northern Beaches oldest barbershops. This is the story of a real FAMILY BUSINESS.



THE EARLY YEARS

My family's barbershop has been in the same spot in Pacific Parade, Dee Why since my Nonno (grandfather) opened it back in 1978. The interior has changed quite a lot since my father bought the business from him in the late 90's but the original tiles laid still remain.

The story of our family's barbershop started way back with my Nonno Ernesto, himself a 5th generation barber who in the late 50's migrated to Australia as a young man from his native Calabria, southern Italy.

He began his training at 12 years old from his uncle who had come to Australia with his father, my great grandfather Salvatore. Salvatore was a war hero and had come a few years earlier to get his foot in the door in building something in this country, only to return and see out the rest of his days in Italy.

Fast forward to the late 60's early 70s. My father and 2 of his brothers had been born and my Nonno had just opened a shop in Mosman, as well as co-owning a fruit shop with his sister and other paesano's (countrymen) from Italy.

After many successful years in Mosman my Nonno moved back to Italy with my father and 2 of his brothers for 3 years, plying his trade there. Following some family turmoil, he returned to Sydney, relocating to Dee Why, in the northern beaches of Sydney. At this time Dee Why was still semi-rural swamp land on the verge of a large economic boom.

Finally, 1978 rolls around and with a family of 5 children, the same amount my father has now, Nonno opened his new shop "Ernie and Sam's". Sam, short for Salvatore, being my father's older brother. Unknown to them that this new unisex salon/traditional barbershop would become a Dee Why and northern beaches icon.

FATHER TO SON

My father Tony began his training in the barbershop around age 18 alongside his older brother Salvatore, who was already indoctrinated into the business years before at the age of 14. My father, Tony, prior to learning the trade was working the early morning garbage runs, working as a waiter and in the building game. By 21 he was married and by 26 had 5 children under 6 years old. Close to retirement, my Nonno sold the shop to my father who was in his mid-20s at the time.

WHERE I COME IN

After completing high school at St. Pauls college in Manly in the summer of 2015, I found myself in a bit of a rut. My ATAR mark was low, which angered me, as it in no way portrayed the inquisitive and independent learner I was and still remain to this day. I left school with a weighty CV in fruit market experience, a profession I did not want to continue, hence I had a lot of time on my hands spent at the beach and the gym. One day my dad gave the order to begin training in the shop for half a day at a time to suss out the family business. Fast-forward to late 2019 and here I am. My

fathers right hand man and upcoming senior barber.

Tony's Barber Shop and the community:

First off let me introduce the team:

My father Tony, a barber of 30 years.

My mother Lucia, a barber of 15+ years.

My uncle Salvatore, a barber of 40+ years.

Our employee Jon, a veteran barber of 35+ years.

Me (Aidan), a barber of 5+ years.

My sister Tegan, 1st year apprentice.

Our barbershop has been in the same spot for 40+ years and in that time has served a plethora of clients, regular and new. Some clients have been coming for so long they were served by my Nonno, my father and now me. Three generations, and vice versa with their families.

Working in an all family affair gives a different vibe compared to your run of the mill boss and employee's environment, or system where everyone rents their chair.

In the shop our clients feel as if they are a part of the family. Being Italian we are quite loud and vocal when it comes to our more humorous family affairs and



“ALWAYS HOLD YOUR OWN, BE CONFIDENT, AND NEVER COMPROMISE YOUR ETHICS.”



the customers get stuck in with their own views and opinions. All in good fun. We interact with our customers, especially the regulars, like old friends.

We have worked directly within the community, specifically with the DareTheBoss childhood cancer charity for which we have raised over \$3000 three years in a row from money donated by our clients and have participated in the DareTheBoss challenges such as skydiving and swimming with sharks.

We are all animated characters in our own right, but my dad Tony wins first prize. With an army of loyal clientele, he has firmly established himself as the unofficial barber guru of political analysis, life coaching and advice giving (and also killer cuts).

Our shop has an old-school feel to it, that came more from tradition than

design choice. Its neutrally appealing authentic old school charm attracts the pensioners and everyday joes which make up the majority of our business, and the sporting memorabilia helps bring in the younger market.

We pride ourselves on our ability to provide quality service in traditional and modern styles, bringing together all walks of life from 5 years old to 90! I have a weekly regular shave and haircut who is 91 years old.

Being so well recognised in the area, we have had the pleasure of cutting many local and national high-profile people and sporting stars including Northern Beaches sporting good's tycoon Mike Pawley, Former PM the Hon Tony Abbott, Actor Tyler De Nawi from "Here come the Habib's", former cricketer Michael 'Slat's' Slater and former NRL stars Jason King, John Hoppa, Max Krilich, Don Mckinnon,

Terry Randall and Allan Thompson.

MY FATHER

Tony's barber shop is currently owned by my father Tony and firmly under his leadership. First and foremost he is a business man and even with his supernatural barber skills has always been passionate about the strategies and mechanics of running a successful small business.

Throughout his career he has embarked on numerous business ventures including successful stints in the realms of music and movie production, political endeavours and life coaching. All of which he become involved with by collaborating with the people who sat in his chair.

Eventually he will begin to semi retire from cutting and pursue his other passions and as my other family members begin to slow down their



shop hours, I will be stepping up and preparing to take the reins, ushering in the next generation of family members to control the business.

GOALS AND AMBITIONS

Our goals and ambitions for the future are to maintain our past success and try to expand our space to self-employ other young motivated barbers, to increase even more our reputation in the area and flow of clients coming through the doors. Personally, I would like to renovate the shop slightly and bring it into modern times like installing rustic floor boards while maintaining its old school feel, keeping our treasure trove of sports memorabilia on display.

ADVICE PASSED DOWN THROUGH THE GENERATIONS

When I was in high school, I would cut my friends hair in the shop after school and do crew cuts for my dad if he was busy while I waited for my mum to finish and drive us home. My Nonno would frequently drop in and critique my work, even though I had no ambition to be a barber then. He would say; "use your scissors make you taper smoother" and "rest your scissors on your index finger while cutting the inside of the ear".

My father however, over the years has been my biggest mentor and source of words of advice. He condenses them all into one piece of advice, it went something like this:

"Son, as long as the customer is happy and comes back, you know you have done well, regardless whether they show it or not. Always have confidence in your skills and your ability to communicate, not only with

the client but to me if you are unsure about anything. Lastly, don't bother yourself with the comings and goings of other shops and barbers. Worry about yourself and your family here... and don't let social media make you feel as if you are not up everyone else's standards".

He said this to me during my apprenticeship. I swear by it every day.

WHAT IS THE SECRET TO RUNNING A SUCCESSFUL MULTI-GENERATIONAL BARBERSHOP?

Growing up from a bright-eyed kindergarten kid to a young adult our life revolved around our shop. I remember the good times and the bad times. The afternoons coming home from school with my parents who were in a crazy good mood, which was usually followed with a 5 star dinner, and the afternoons when you would have to do your best to avoid and not annoy them because something or someone that day at work had pushed them to the limit.

Running a successful business, let alone a multi-generational one is very circumstantial and a different experience for everyone. The naïve childhood lens I had watching my parents before I joined, I fear would not be an accurate answer to this question. So, I will let my employers, my folks, answer this one.

Lucia: "Regularity, familiarity and reliable service. These are key in running a business like ours. Having family members working for you who also have a lot to lose if the figures are low, is a bonus. Firstly, they are

dependable and driven. You don't have the overheads of dealing with different staff members with a vast array of personalities. Family staff means the environment is less formal and easier when organising things like shifts and holidays.

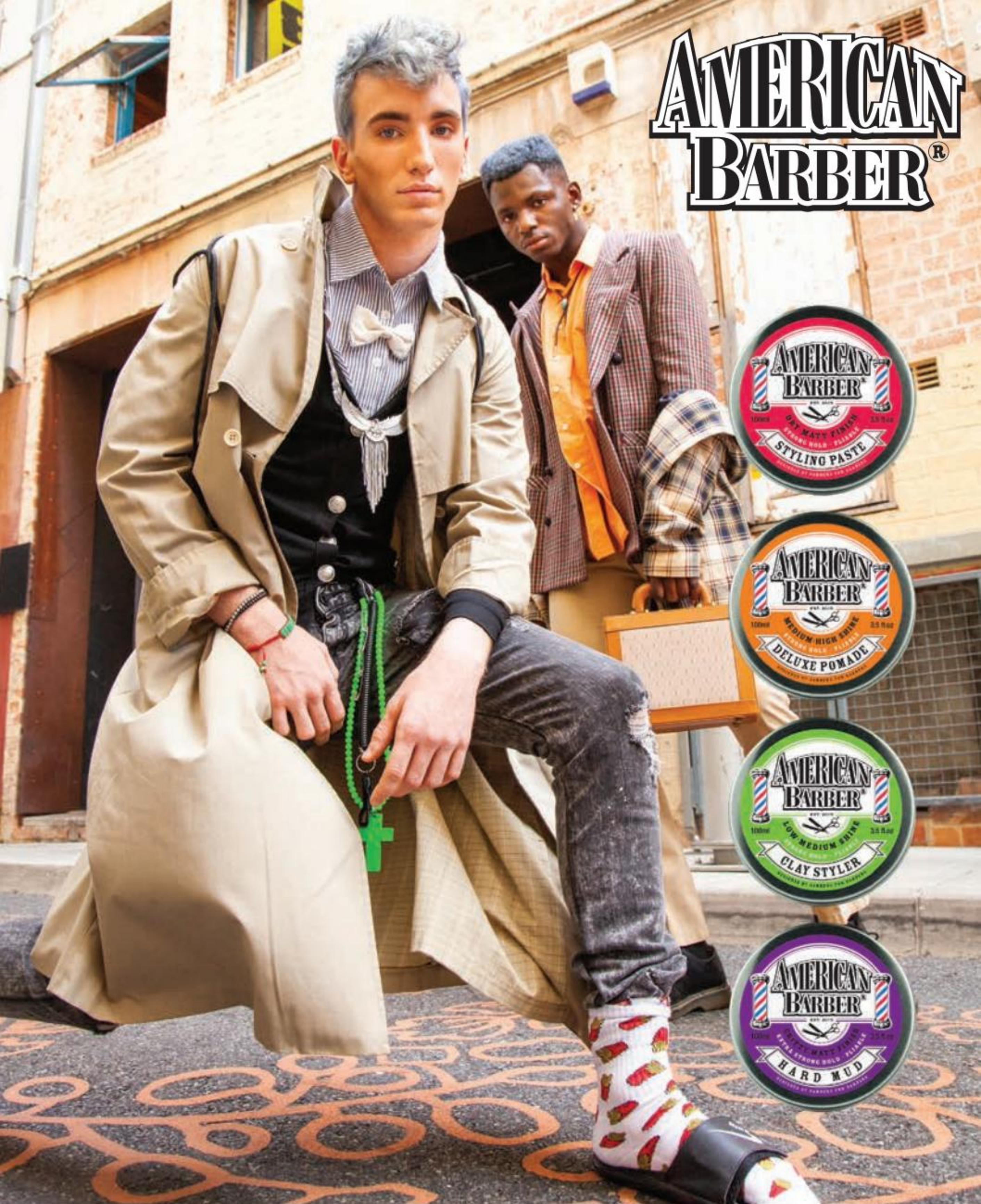
Having a mix of male and female staff, if possible, is an underrated advantage. Clients are constantly drawn to me and my maternal nature. It brings the ego right out of some people and I have amassed a big clientele of young men and I love being able to mentor them as another strong female figure in their life".

Tony: "Perseverance and fighting for every customer. With competition sprouting up everywhere, it is important to maintain exceptional service with regulars and do everything in your power to lure the first timers in and make them customers for life. Always hold your own, be confident, and never compromise your ethics. Don't make major decisions when you are desperate and never be walked on by anyone. Never be afraid of hard work and always have a goal to strive towards. Rome wasn't built in a day. Teaching and guiding the next generation are steps in the right direction. Having numerous generations under one roof bonds us ever closer and makes us more determined.

Show gratitude, empathy and always smile. As I so often say: GIVING OPENS THE PORTAL TO RECEIVING."

Tony's Barber Shop is situated on Pacific Parade, Dee why, Sydney.

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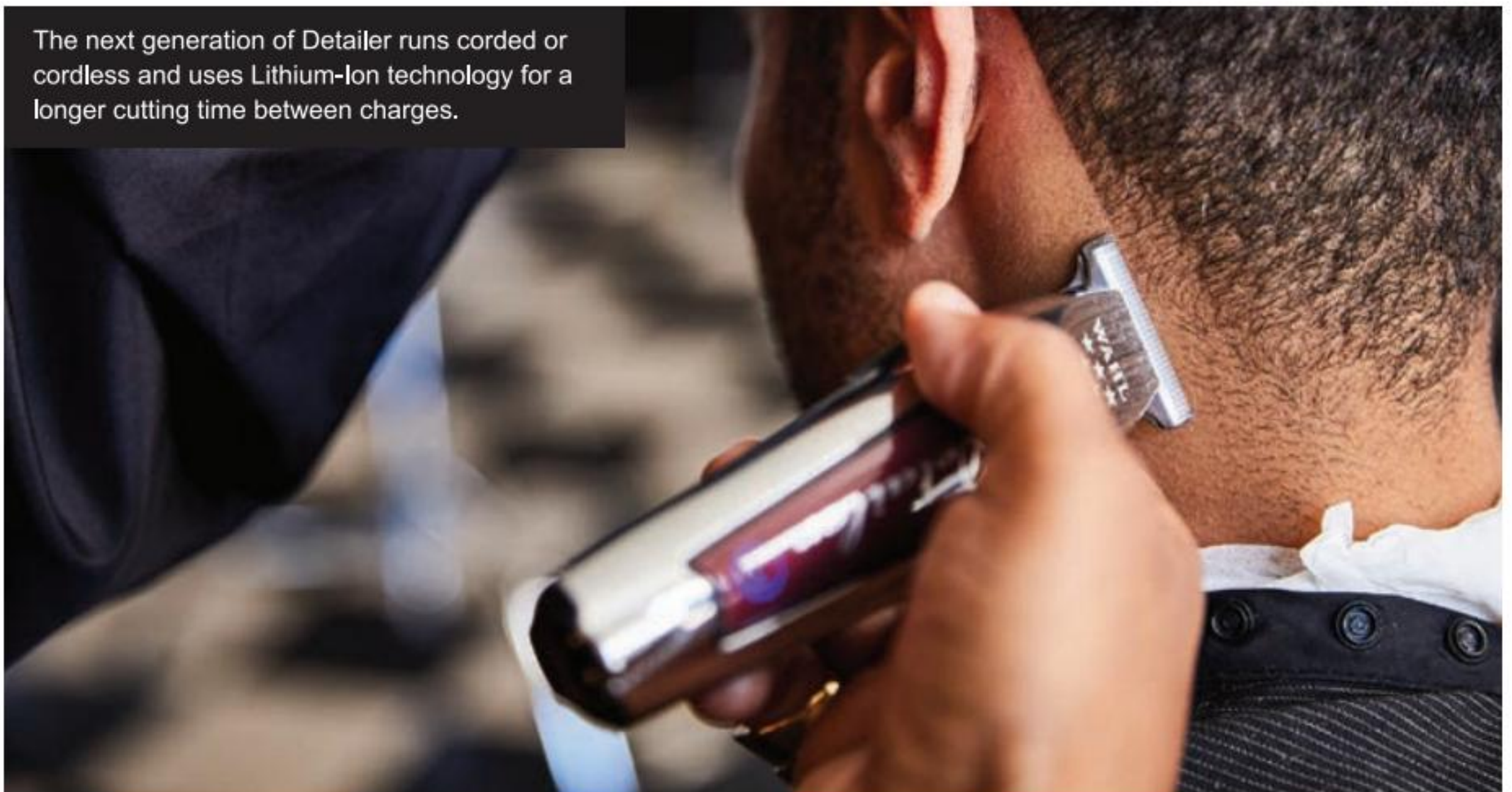
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INTRODUCING THE NEW CORDLESS DETAILER LI BY WAHL PROFESSIONAL



Wahl Professional announces the addition of its newest trimmer, the 5 Star Cordless Detailer Li. With the same great look and feel of the original Detailer, the Li comes with features you won't be able to barber without.

The next generation of Detailer runs corded or cordless and uses Lithium-Ion technology for a longer cutting time between charges.



Wahl Professional is excited to announce the addition of its newest trimmer, the Cordless Detailer Li. With a lightning fast T-wide blade and Lithium-Ion battery, the Detailer Li provides more power when cutting, giving you everything you love about the T-Wide Detailer, plus the flexibility and freedom that comes with a cordless trimmer. With a unique charging stand, the Cordless Detailer Li is guaranteed to be a favourite among professionals.



"The Detailer Li has the same power whether it's fully charged or close to running flat. The lightweight feel and fast blade speed helps me to get super close and achieve sharp precision lines on my haircuts.", says Wahl Education and Artistic Team (W.E.A.T.) member Jade Bates (@jadeybates).

This blade is the same one used in the original Detailer; however, the Li allows the blade to move at a faster speed, allowing for incredibly close trims and clean lines. On a full battery charge, this trimmer can easily handle up to 100 minutes of cutting time before needing to be charged again.



"This is definitely one of my new favourite tools. The Detailer is an industry favourite, and the fact that it's now cordless, but is still very powerful is what I love the most", says Bates. "And the docking station allows me to easily let it stay charged all day. It is by far my all-time favourite trimmer!"



READY FOR THAT CHARGE?

It's easy to know when the Cordless Detailer Li is ready for a charge. Located on the front of the Li is a blue light that will flash to indicate a low battery. When placed on the charger, the blue light pulses to indicate the tool is in charging mode. When fully charged, the blue light will glow steadily. When it's time for a charge, the Detailer Li trimmer comes with an innovative design that allows the charging cord to move around with ease. Unlike most charging stands that have the cord coming out of the bottom, this model allows the cord to come out from the back or the side of the charging base, allowing it to sit flush to the mirror of the barber's or stylist's station. Also, the charging station is weighted, giving it stability and allowing it to stay in place when the Li is removed.

The 5 Star Cordless Detailer Li comes with a sleek charging stand, with a 90-degree cord swivel that allows the charging cord to move around with ease.



The new 5 Star Cordless Detailer Li is available now from selected wholesalers.

LIKE FATHER LIKE SON

Crown Barbers in Smithfield, South Australia, have managed to blend traditional old school charm and modern barbering by combining the business and creative skills of father and son duo, Larry and Nicholas Piscioneri.



Situated in the heart of Munno Para Shopping Centre, they offer a wide variety of g services specialised for men, promoting the fact that this is the place to go to get away from the stresses of life and work.

"When looking for a barber, it's important to have a relationship with the men behind the scissors," says co-owner Nicholas Piscioneri. "Our team offers unique sets of barbering skills and quality conversation, making Crown Barbers some of the best in Adelaide."

From hot towels and face massages to cut-throat razors and expert haircuts - with some free coffee and great conversation, Crown Barbers are proud advocates of the American Barber brand so we spoke to Nicholas, about the success this father and son currently enjoy together in this family owned business.

AS A FATHER AND SON FAMILY OWNED BUSINESS CAN YOU TELL US WHO DOES WHAT?

We have a partnership as Father and Son in the business, but we play two different roles. My Father Larry looks after the business side of things such as the accounts for the shop and the paperwork. Me, on the other hand, I manage the staff, product intake, product sales and working in the shop.

WHAT MADE YOU FOLLOW IN YOUR FATHER'S FOOTSTEPS?

My father helped me mature as a man from the beginning of my career. He worked hard to get where he is now and he is the role model that inspires me to work harder and aspire to move forward in my career.

HOW DO YOU THINK THINGS HAVE CHANGED OVER THE YEARS IN TERMS OF CLIENTS AND MARKETING?

Marketing is much easier now than it was about 15 years ago as social media has grown and given us more reach over the northern suburbs to bring in more clientele. promote our products and show our work all around the world. Clients these days want all the works, such as the skin fade, beard trims and the classical men's cut. It shows us that even men are becoming conscious about their appearance in this age of time.

HOW IMPORTANT IS EDUCATION AND TRAINING AND WHAT DO YOU DO TO MAKE SURE YOU ARE ALL UP TO DATE WITH CURRENT TRENDS?

Education about the current barber trends is very important for us at this time. If you aren't up to date with what is going in the barbering industry now and what new styles are coming out. You will fall behind so I recommend all my workers to go on social media and follow the barber pages and to be innovative with their work.

YOU STOCK THE AMERICAN BARBER RANGE OF PRODUCTS. WHAT DO YOU LOVE MOST ABOUT THIS RANGE?

The American Barber range is different from any other product I have used, and all the barbers here seem to work well with it. The product is easy to apply and has that male fragrance that men look for in hair products. It is also one of the most affordable products compared to other companies.

WHAT'S YOUR SECRET TO KEEPING BUSY?

Produce good work and keep your staff and clientele happy. It's all about word of mouth in this industry. I believe that the barbering world keeps making huge strides and we are lucky enough to be part of it at its peak.

Crown Barbers is situated at Munno Para shopping city, Smithfield, SA 5114

American Barber can be found at www.muimports.com.au



THE WORLD'S OLDEST BARBERSHOP

Recognised as the world's oldest barber shop by the Guinness Book of World Records, Truefitt & Hill has opened its second store in Sydney's iconic heritage listed Queen Victoria Building.



Truefitt & Hill was founded more than 200 years ago, when impeccable grooming was the hallmark of a gentleman, and brings to life its tagline 'Grooming Men for Greatness Since 1805.' In addition to its World Record status, they are barbers and Royal Warrant holders to H.R.H Prince Philip, the Duke of Edinburgh.

Khushwant Dahnoa, Managing Director, Truefitt & Hill Sydney said, "The luxury market and men's grooming services are both segments that are flourishing in Australia. With Sydney being such a progressive, diverse and cosmopolitan city, I believe it is the ideal location with immense potential for our brand."

"There are a plethora of places and services that cater to grooming and pampering women - in this day and age, men too need a place to go where they can be comfortable, indulge a little and be pampered to ensure they feel and look their very best and we believe Truefitt & Hill offers just this."

They have locations Toronto, Beijing, Dhaka, India, Kuala Lumpur, Singapore, Kuwait and Bangkok.

Some of their products and scents date back 200 years. Famous clients include members of the British Royal Family, Frank Sinatra, Winston Churchill and actor John Wayne.

The shop is located on the 2nd floor of the iconic Queen Victoria Building, with the rich history and beautiful designed architecture of the iconic building acting as the perfect setting for the esteemed barber.



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A SELFLESS SOUL MATAIO BROWN



Mataio (Mat) Brown's first visit to a barber had a profound impact on his life as he felt it was the first time he was ever really heard as a young man.



A highly successful barber and hair artist, an author, a husband, a father and an inspiration to many, Mat has drawn from his violent upbringing, the world he sees around him today and the 25000 plus hours he has spent with his clients, to bring together a very special event designed to enable those attending, better skills to help reach out to their communities called Barber Hui. The Maori word 'Hui' is a means to gather, congregate, assemble or meet and speaking to Mat we find an incredibly humble yet insightful man bringing Barbers together all for a common goal of friendship, fellowship and support.

explains Mat. "I decided when I started barbering way back in a tin garden shed, in the hood, that barbering was only really a vehicle for what I really wanted to do with men; to connect and hold space for them to start to heal. I can only cut so many clients in any given day; so, I had the idea to help and upskill other barbers to make their shops a safe place also. That way we are all part of a greater movement than just cutting hair. Our shops become places that welcome men genuinely, with no other agenda than for men to 'feel' seen and heard. In doing so men are able to remove the masks they wear. I wanted to invest my time into other barbershops around New Zealand because then I'm investing into men all over the country."

And although Barber Hui claims to bring Barbers together to exchange tips and techniques in barbering skills, it is so much more than that, so we asked Mat to share how it all came about and what happens at the Hui!

"I'm a staunch advocate for creating violence free communities because of the traumatic childhood I suffered,"

"For the recent Barber Hui, we ended up having 150 barbers from all over the country attend. It was incredible. We would spend a few hours a day learning barbering techniques but really it was all about connection, healing and vulnerability. A chance for the barbers to do the work within themselves so they

"OUR SHOPS BECOME PLACES THAT WELCOME MEN GENUINELY, WITH NO OTHER AGENDA THAN FOR MEN TO 'FEEL' SEEN AND HEARD."



could go back to their communities and implement what they had learnt. You can't give what you don't have. It was beautiful honestly. A room full of men opening up, crying and having real talk. No masks or hiding and no alcohol. It showed us all what was possible if you create the right safe place. Men left completely changed. Their messages and reviews of the event brought me to tears honestly. I felt honoured to facilitate such sacred work."

Interestingly enough, a once head of the Psychology Department at RMIT stated that 'a barber of long standing would be an excellent candidate to take over his position' based on the knowledge that by invitation and willing consent barbers are able to enter intimately someone's personal space, for approximately 30min at a time, which is indeed a trusted place to be as well as both positive and uplifting.

"I've always been aware even then of the immense privilege we barbers have" says Mat "It's an intimate relationship between the barber and our clients. For some we might be the only decent conversation they'll have or be the only time they are heard. Sadly, it could also be the only time a client is touched and therefore experiences physicality in a safe space."

Irrespective of culture and age, not many people are allowed in another man's space like that so it's an honour Mat has never taken lightly.

"I've always seen the barbershop as the cornerstone of a community, the hood's 'twitter' and I've seen my chair as a sacred tabernacle of sorts. A space for a man to just come and be himself. So, when I really think about that I start to think about what we can do with that – more than just give good cuts, we can inspire great men."

"Sadly, there is confusion over what 'A GREAT MAN' even looks like when there are some of the worst statistics in the world relating to domestic violence in New Zealand." Mat explains. "We have Police all over our country responding to calls relating to domestic violence every 5 minutes, yet 76% of domestic violence incidents aren't even reported. We have too many children dying at the hands of their parents and our news headlines are filled with story after story of domestic abuse – of women being beaten to death by angry men."

"And if you are anything like me- the headlines never get easier to hear. My wife forces herself to read every single story about the children that are killed at the hands of their family. She says their names out loud. She says she will not ignore the reality for the children living in this country even when it's not easy to acknowledge, even when she sits there crying while she reads the horrific accounts. She even reads them out loud to me and she does this to remind us that as a family, and a community, and a business, we have a

lot of work to do. Because these children are OUR children, and we firmly believe that there really is no such thing as other people's children, our family mandate is to help 'create violence free communities'.

"Instead of feeling discouraged about our statistics, or even a bit useless like what can we do? Collectively I really believe that it's time for us, in whatever job we are in and whatever capacity we can, to think about being part of a bigger solution. We can't just leave this to someone else or the 'professionals' or the 'government'... Our children – Our problem."

This man, his wife, family and fellow barbers are certainly on a mission, and one that is selfless and has been born out of personal experience. Summed up perfectly by Mat in his final words...

"When I think of being part of a solution and how that relates to me as a barber, and US as barbers, I think about who we can have an impact on daily. Quite simply, it is the men who are the fathers of their own families and men who are husbands to their wives. When you make an impression on him and can help in some way, you are making a huge impact on his family."

@myfathersbarber



FEIBI FEMALE BARBER COMPETITION

With more and more females entering the traditionally male dominated barbering industry, it seemed fitting that a ladies-only barbering competition should rise to attention.



Shella Thornton (left) with first place winner, Laura Banford

Held at MIG Training on Saturday 28 September, this inaugural Barberette event attracted competitors from all around Australia, each eager to showcase their talent when it comes to sharp fades and smooth styling. We caught up with organiser Shella Thornton to learn more about what inspired her to create this unique event and we got a few comments from the inaugural winners.



A second-generation barber with 26 years industry experience, Shella Thornton operates three Clippy T's Barber Shops in Brisbane. Since she began entering barbering competitions, Shella noticed she was a distinct minority when it came to representing the fairer sex on the battle floor.

"The first competition I did I was the only female and I was actually going to pull out," Shella tells. "I'm glad my husband encouraged me not to though, as I went ahead and placed second in Queensland and then second again in the Australian title in 2017." Shella's success got her thinking about organising a female-only barbering competition, not only to encourage more women to showcase their skills, but also to remove any intimidation they may have previously felt being in such a male dominated arena.



"After two years of talking, I decided it was time to put the event into action in 2019," she continues. "I sat down with hubby and after a few glasses of wine thought of the name FEIBI – Female Excellence in Barbering Industry Awards. Then I set the date and chose MIG as the venue. I have apprentices that train at MIG and I've had a relationship with the team for nine years since I opened up my first shop, so it was a natural fit really. The college also had all the infrastructure in place with chairs, mirrors, trolleys, everything that the contestants would need."



Shella says that FEIBI was the first of its kind to take place on Australian soil. "There are a few overseas, and I had the support of one lady in America who holds her own competitions in the States, and she helped me decide to do one here. I also received help from Collette Saunders from @australianfemalebarbers, she assisted with the socials to get it up and running via Instagram, and of course Danielle Hannah of the Jack Reed Foundation"

Once the word was out, Shella received 24 registrations from Barberettes around Australia, from as far reaching locations as Darwin, Canberra, Albury, Melbourne, Sydney and Adelaide. "I was really proud of these ladies for stepping up," she says admirably. "On the day we had 19 competitors, which was amazing for a first-time event. I was planning a nice intimate event for them to calm their nerves, but the crowd thought otherwise. I had no idea the turn out would be so big. The place was packed!"

The FEIBI structure incorporated two heats with two categories. There were two floor judges plus three blind judges to ensure fairness and no favouritism. After much debate, Laura Banford from Hearts and Minds Barber Emporium in Toukley, NSW, was declared the winner. The prize also came with an all-expenses paid trip accompanying Shella to Taiwan, where Laura will compete in the Taiwanese Barber Battle in March 2020.

Another unique element of FEIBI was its charitable partnership with the Jack Reed Foundation, a new non-for-profit where Shella spends considerable time volunteering. The charity focuses on restoring dignity to homeless members of the community. One of its projects is '1000 Haircuts for the Homeless', utilizing a mobile barber shop to visit locations around Brisbane and beyond, offering free haircuts to those in need. FEIBI was instrumental in raising much-needed awareness for this organization to help get it off the ground as well as taking donations on the night.

So, with the FEIBI dust now settled, for a first-time event Shella was thrilled with how it all panned out. "The reactions and feedback were all positive, with the exception of a few negative comments, but that is to be expected. Everyone enjoyed themselves and had a great time, which is what I wanted. The girls were feeling the pressure, but they had each other, so it was a great bonding experience as well. Again, I am so proud of them – they all deserve a medal!"

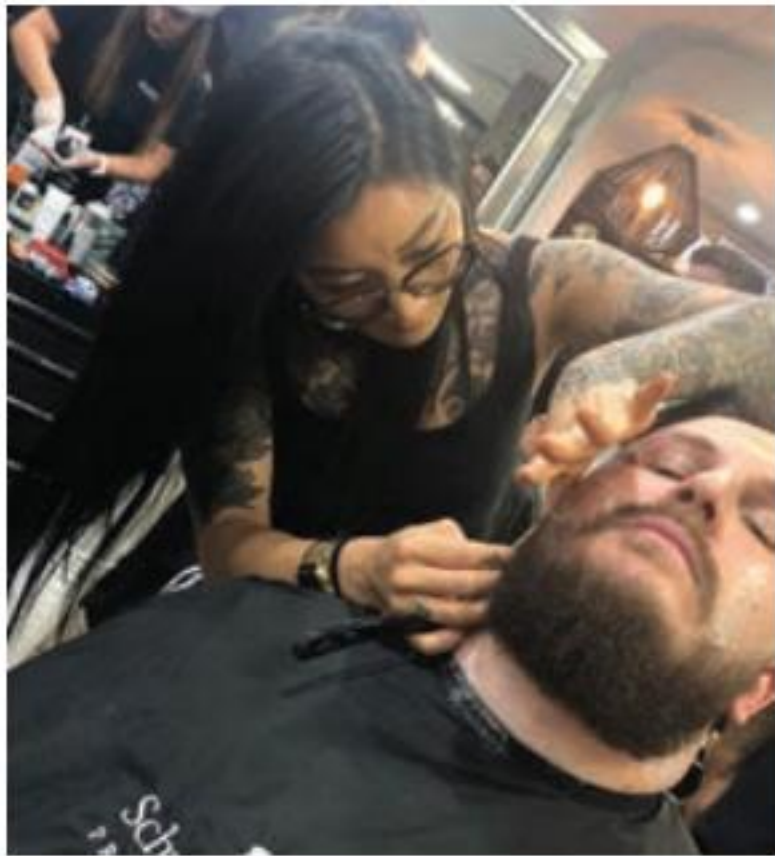
On a final note, Shella is already planning next year's event, which of course will be "bigger and definitely better!" she enthuses. "I just want to say something to all the male barbers that messaged me asking why I created a separate competition just for the girls. My answer is WHY NOT? Yes, we are all barbers, but us female barbers go through a lot more criticism on the shop floor from both our peers and our clients. We love what we do, and I simply I held this event to support and help these beautiful ladies out there and show the world their work!"

CONGRATULATIONS TO THE WINNERS

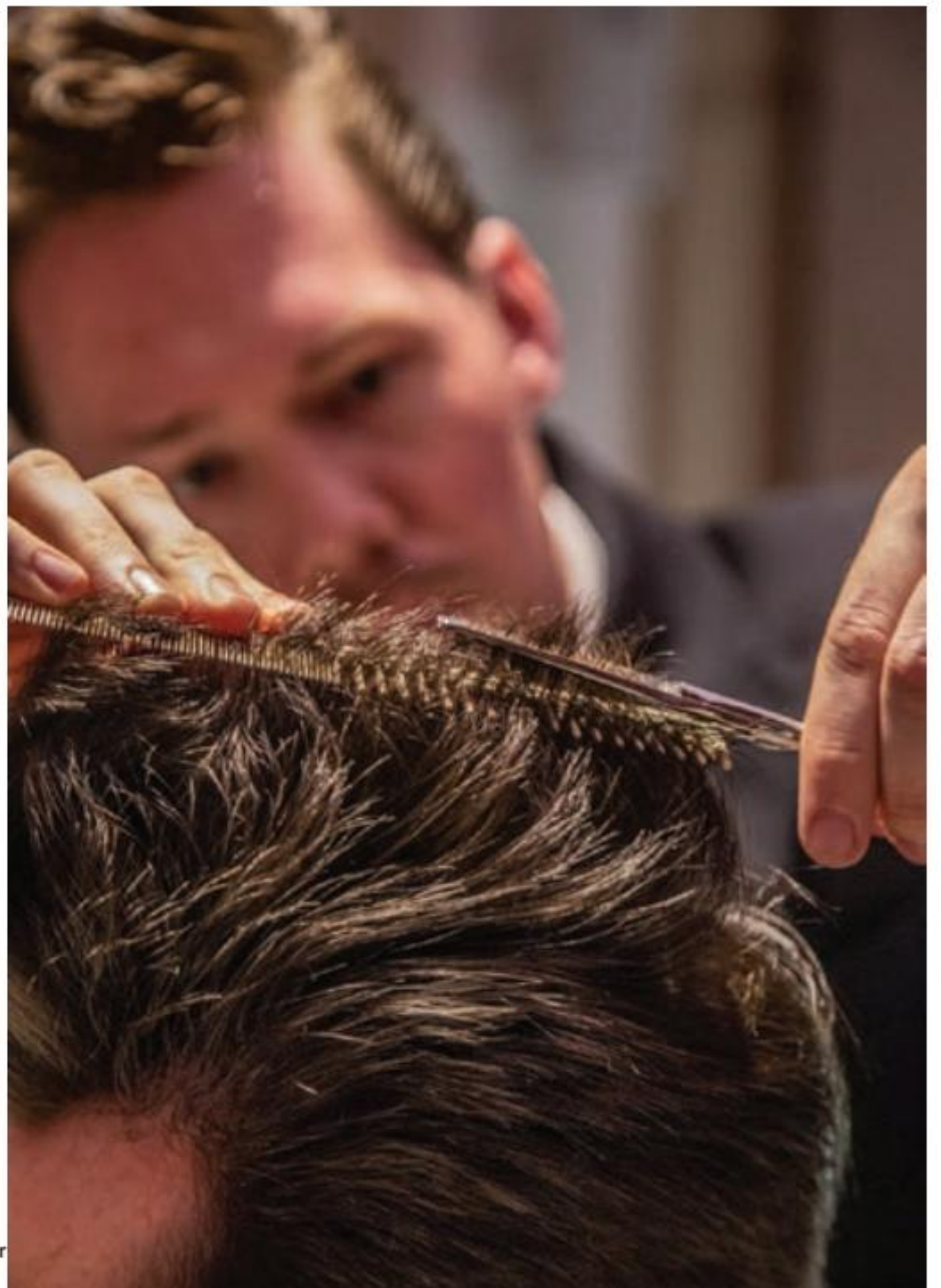
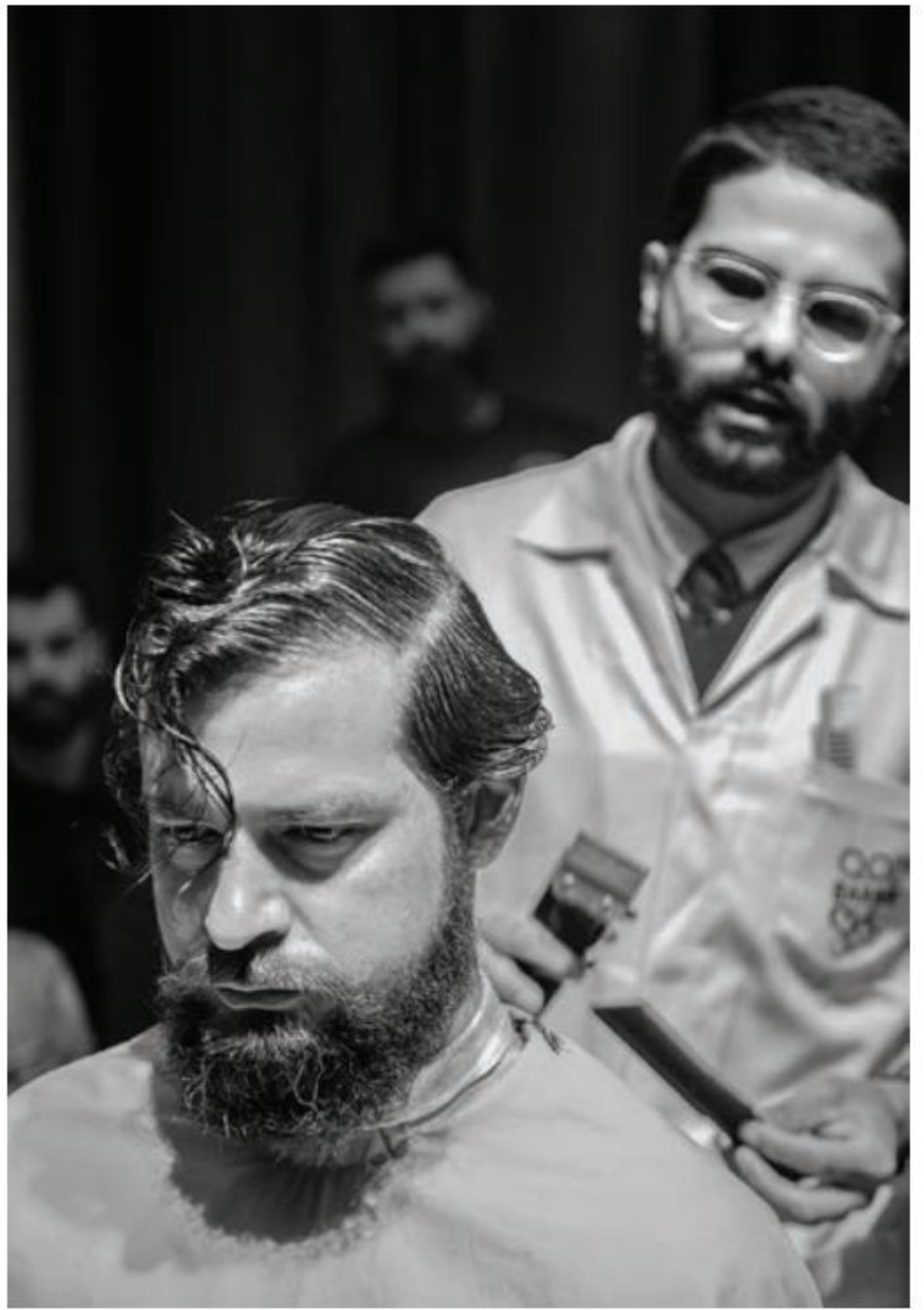
**1st Place Laura Banford from Hearts and Minds Barber Emporium in Toukley, NSW
@laura_heartsandminds**

**2nd Place Alex Amaya from Wallys Barbershop Daisey Hill, Qld
@tinywonder_thebarber**

**3rd Place Sarah Wall from Sarah Wall Industries.
@sarah_wallindustries**



BARBER PARK





“WE WANT THE TRADITION OF WHEN A HAIRCUT BRINGS MEN RESPECT AND SOCIAL STATUS TO COME BACK, AND THE EDUCATION GIVEN AT BARBER PARK IS TESTAMENT TO THAT.”



Fernando Hilal is the co-owner and founder of the QOD Barbershop group which brings back the spirit and tradition of old. The ritual of razors and warm towels, products and solutions unique to the routine of man are offered throughout the 10 shops scattered throughout Brazil, all driven by the passion for the old school.

In addition the group own QOD COSMETIC, a cosmetic factory in South Brazil manufacturing the #1 cosmetic men's line in Brazil, also known as the #1 cosmetic exporter. The range of products were developed in 2015 and are now exported to over 50 countries also being present in more than 3500 points of sale in Brazil.

Add Barber school to this list of achievements it seems fitting that Fernando and the QOD group would host an annual event bringing classic barbers from all over the world together for what is becoming well known as THE place to be and is called BARBER PARK.

Barber Park has now been running for 3 years, hosting such stars as Holy Tiger - Austria, Daltons Exclusive - Cyprus, Schorem - Holland and of course QOD barber shop.

"Brazil itself is huge and very creative, but often people here avoid study and appear un-interested in culture." says Fernando, "The barber scene is full of new instgram "idols" but very low understanding about the vocation and capability required. We hold the old school flag and fly against wind,

getting more people day after day interested in the real barber world and not just the fantasy. We are so proud of what we can offer in terms of education and the event and are confident that we can help turn Brazil into one of the best barber' old school' places in the world!"

Barber Park has a clear purpose of sharing and learning with no mic, no stage and no big screen. It's up close and personal. "We want the pure and clear old school teaching to evolve at each event," says Fernando, "sharing experiences, standing up, asking questions, with small groups, full attention and an old school family over ego or selfish presentations."

In 2019 Barber Park was held in the Metropolitan Catholic Hall; a place with over 200 years of history, marble and amazing atmosphere, playing host to over 1200 attendees!

"I believe that old school barbers are the original master of this vocation and our country is full of new school and a curious new process. We want the tradition of when a haircut brings men respect and social status to come back and the education given at Barber Park is testament to that. Its all about seeing up close what can be achieved which cannot be delivered in my opinion with loud sound, big screens, ego and instgram selfies! We want real learning, new skills, the exchanging of knowledge with foreign classic barbers and that's what Barber Park is all about!"

Barber Park will be held again in September 2020.

A TEAM PLAYER **JADE BATES**



With over ten years in the industry, Jade Bates started cutting hair at the tender age of 13 and at 15 gained her first hairdressing qualification. Six years later she expanded her skill set into barbering and since moving to Perth four years ago, has built up a vast and loyal clientele. As the manager of 'Short, Black and Sides', and a member of the WAHL Education and Artistic Team (WEAT), Jade combines her affable nature, skill, business acumen and her fresh approach with sharing her knowledge and passion for her craft. We spoke to Jade recently to get an insight into life as a busy barber and entrepreneur.

WHAT MADE YOU FIRST GET INTO THE HAIRDRESSING INDUSTRY?

My love for making people feel and look good started from a very young age, I always loved being creative, but my drawing skills are awful, so I channelled my creativity into hair.

WHY THE MOVE TO BARBERING?

Whilst travelling I found my love for cutting men's hair. I always loved short hair when I was hairdressing. When I started working in a barbershop in Perth, I was obsessed with watching the guys fade. It was like painting a picture, and colouring in the lines. I used to watch countless YouTube & Instagram videos of how to fade, then practice at work the next day.

I'm a people person, so I feel like I'm in my perfect job. Socialising everyday with my customers and creating that friendship-based relationship is a big factor in why I love my job.

The transformation in a guy's body language and face when they've had a good haircut and beard trim is priceless. They glow when

they walk out of the shop and I love knowing that I've made someone feel that way.

HOW DID YOU LAND A POSITION ON THE WEAT TEAM?

Education has always been an avenue I wanted to go down and fortunately enough one of my clients was able to help to put WAHL in contact with me. One day I had a surprise guest at work (WAHL CEO) who gave me his number and told me to give him a call, it wasn't an easy way in, I had to do a few phone interviews and create a video expressing myself and my personality, then before I knew it I was being flown to Brisbane to audition with the WEAT team. After a weekend of creating haircuts and education classes they offered me a place on the team.

WHAT DO YOU LOVE MOST ABOUT EDUCATING?

I love being surrounded by people who are inspired and who want to learn. I've been lucky enough so far to meet some extremely talented barbers who inspired me from day one.

Being an educator gives me a platform to give back the knowledge I've learnt along my path to other hairdressers/barbers - I've been to education classes in the past where I've come away feeling really deflated because I didn't learn anything, so I want to make sure that even if I teach someone how to hold their comb correctly or how to maintain their clippers correctly, I've still given them a little piece of information that they'll never forget or will go back to the salon and tell someone else.

HOW DO YOU JUGGLE WORK IN THE SHOP, BEING A MEMBER OF WEAT AND PERSONAL LIFE?

Definitely prioritising what's important, what makes me happy and surrounding myself with people who bring out the best in me. I also think it's extremely important for everyone to have some kind of down time, doing something they enjoy doing everyday which helps you switch off your mind and recharge. Mine is boxing. I box 1-2 hours a day after working 10 hours, 4 days a week in the barbershop. This gives me a really



level and clear head after a busy day at work (also keeps me pretty fit, bonus!) This really helped me in the lead up to Hair Expo this year!

I really struggled at the beginning of this year to juggle everything, as this year has been a MASSIVE year of change for me, it's been a process of elimination so far. Being a member of WEAT is an honour for me and I still have to pinch myself some days that I work with the world's largest clipper company.

WHAT IS YOUR 'GO-TO' WAHL CLIPPER AND WHY?

I love the whole 5 Star range, but my favourite has to be the Magic Clip - the staggertooth blade helps me create seamless fades and it's so lightweight due to being cordless. I also love creating texture in longer lengths with the magic clip!

WHAT DO YOU FEEL ABOUT THE INCREASE OF FEMALE BARBERS IN THE INDUSTRY?

Cutting men's hair is a skill, and more importantly - a skill that can be learned, male

or female, by anyone who has the drive and passion. Skill has no gender. The world we live in nowadays means that anyone can achieve their dreams, no matter their gender - which is amazing!!

I hope that being a female educator in this industry will help to inspire other females to follow their dreams and do the same!

WHAT INSPIRES YOU WITHIN THE INDUSTRY BOTH HERE IN AUSTRALIA AND GLOBALLY?

I love that with our skill we can give back. I love volunteering my time giving back to the community by cutting hair for the homeless, I've been lucky enough to visit Garma Festival in East Arnhem Land twice now cutting hair in indigenous communities.

IF THERE WAS ONE THING ABOUT THE INDUSTRY YOU COULD CHANGE WHAT WOULD IT BE?

Social media. I think social media platforms are amazing for our industry, it's like a personal portfolio. But sometimes, photos

can be edited, and can give clients an unrealistic vision of how their hair could look. However, social media is fantastic for building relationships with others in our industry around the world. I would also love to remove the idea that shops are in competition with each other. I believe we are in the same industry; we should be a family who work together, not compete against each other.

FINAL WORDS?

I truly believe that everything we do and everyone we meet is put in our path for a purpose. Life is too short to not put yourself out there and take risks!! 2020 is going to be another epic year and I can't wait to see what the future holds as a continuing member of the Wahl Education and Artistic Team. I look forward to sharing my skills and knowledge with other barbers and hairdressers in Australia.

@jadeybates
@shortblackandsides

AN AUSTRALIAN/ITALIAN IN NEW YORK CITY

BY REX SILVER

Franco Della Grazia started his career in Melbourne in 1980 and next year will celebrate his 40th year in hairdressing. "The 80s for hair was an incredible time for creativity," says Franco, a fully qualified and very accomplished men's and women's hairdresser, who has travelled the globe as an educator and platform artist creating shows and educational events for 000's of hairdressers.



The craft he loves has allowed him to share his knowledge and love with hairdressers from China, Russia, Brazil and many more countries, Franco has owned salons in London's chic Soho, Clerkenwell, Montreal and Melbourne. His reputation led him to be a Global artistic director with Matrix/L'Oreal, a role he held for over 20 years. Hand he's a two times Finalist for North American Men's Hairdresser of the Year – Editorial Category.

Franco now works as Creative Director for Keranique as their on-air hair expert on HSN/QVC-TV and takes appointments at Soho's Cutler Salon on his downtime...

Impressive but what is he doing in the pages of BarberShop?

Well, Franco's love of education, preserving age old techniques and skillsets led him to invent The Cut Safe Comb.

Franco explains, "I was asked to create a Men's precision cutting class and take it on the road. It was a hands-on workshop max. 20 people per class. I had created 3 haircuts for the tour. The class was made up of a mixture of stylists some that were experienced and young stylists that had only ever used clippers.

It was very frustrating trying to keep the different levels moving along at the same speed and keeping the experienced attendees enthused. I travelled all over the country and was amazed at what some stylists passed off as scissor over comb. The average US hairdresser spends 1500 hours at cosmetology school and then go directly into a salon/barbershop and start working. During their time at school, they might if they're lucky, spend 1 week on short hair cutting.

This is one of the reasons why hairdressers turn into machines. Remember it takes 10,000 hrs to master the piano, violin, guitar anything that takes a certain skill and scissor over comb is a specific skill.



“AUSTRALIA IS WHERE IT ALL STARTED FOR ME AND I’M VERY PROUD TO SAY THAT AUSSIE HAIRDRESSERS ARE UP THERE WITH THE BEST IN THE WORLD.”



I thought there must be a better, easier way to teach short haircutting, that will help all levels of stylist.”

AN INNOVATIVE CREATION

“I worked with a product engineer we went through multiple prototypes before committing to the final design you see today.

I needed the combs to be easy to use and precise. There is nothing on the market like it. I based the combs on the standard 1- 2- 3 & 4 clipper guards, I wanted to empower young stylists who are normally afraid of scissor over comb, it takes a long time to master scissor over comb, the (Safe) combs allow you to go through the motions of cutting without making the common mistakes, they allow you to understand graduation and can also reduce cutting time by 50%.

My first class with the combs was a great success and we sold out!

I find younger stylists depend too much on electric tools to achieve their results. A craft is something that is honed and evolves and keeps changing. The combs are meant to encourage precision cutting. The combs are not meant to take the place of clippers, not every client wants a skin fade, so you need to have the confidence and skill to be able to offer both. Clients will always pay extra for individuality.

Australia is where it all started for me and I’m very proud to say that Aussie hairdressers are up there with the best in the world. With that said I am proud to say that Uros Mikic (AIPP Global Men’s Hairdresser of The Year, 4 x Australian Men’s Hairdresser of The Year), loves the Combs and uses them in his hugely successful Men’s classes. The combs are available in Black and Bone white.”



www.francoandco.com
@cutsafecombs

Wahl Centenary



HAIR BY CARL BLAKE



HAIR BY SAM CAMPAGNA

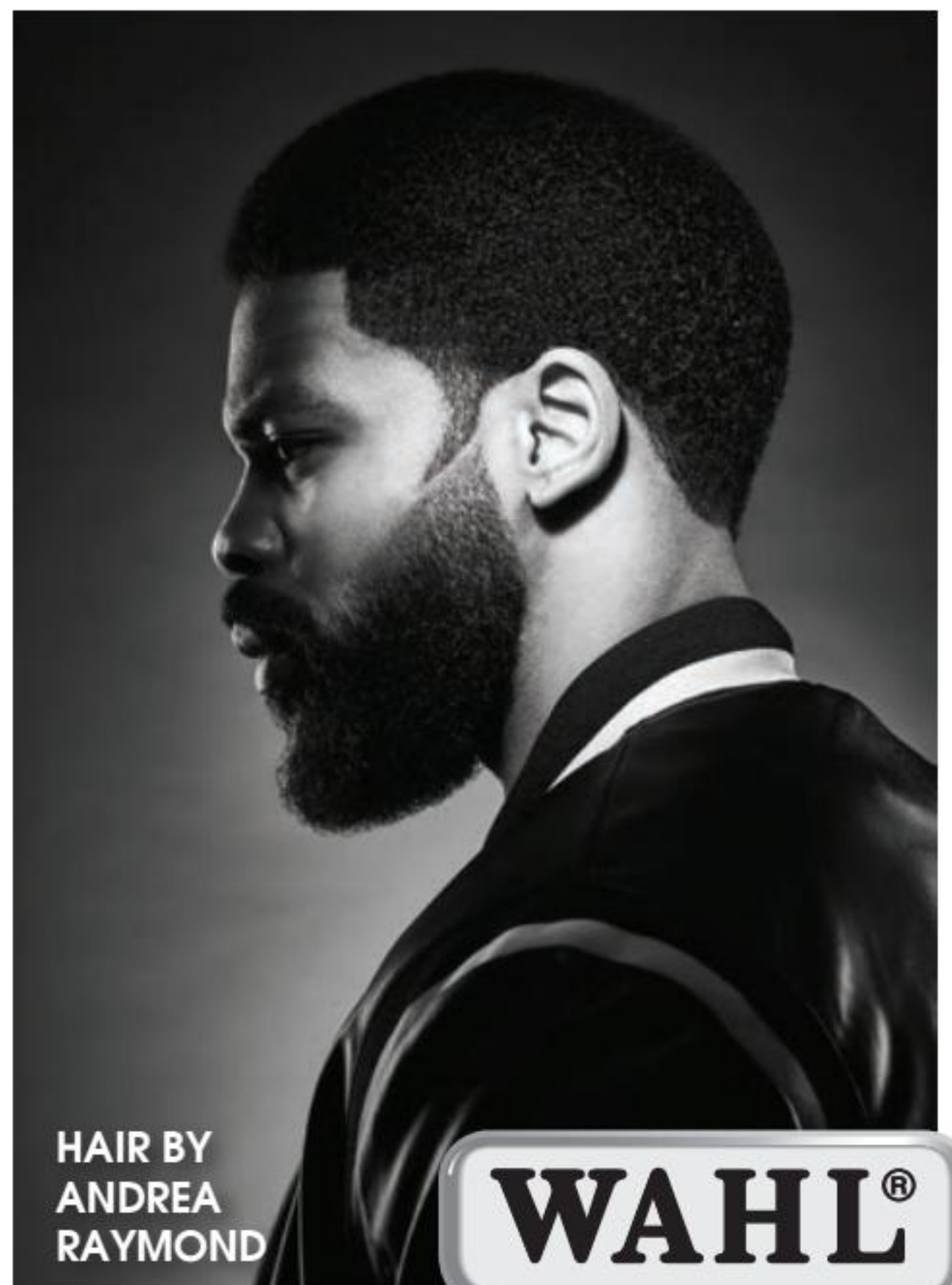


HAIR BY 5IVE



HAIR BY JOTH DAVIES

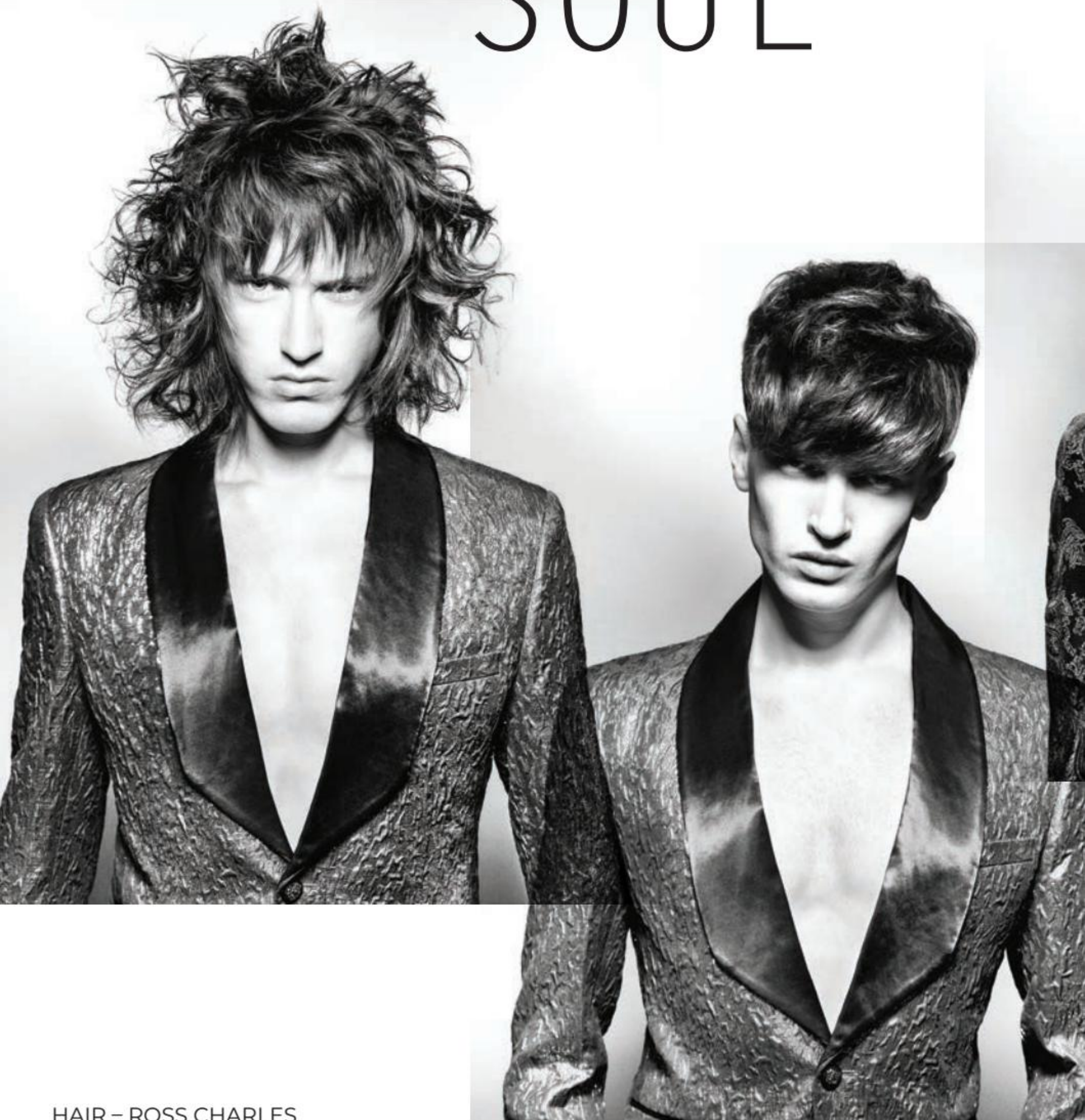
Collection



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ROYAL SOUL



HAIR – ROSS CHARLES

STYLING – ROSS CHARLES

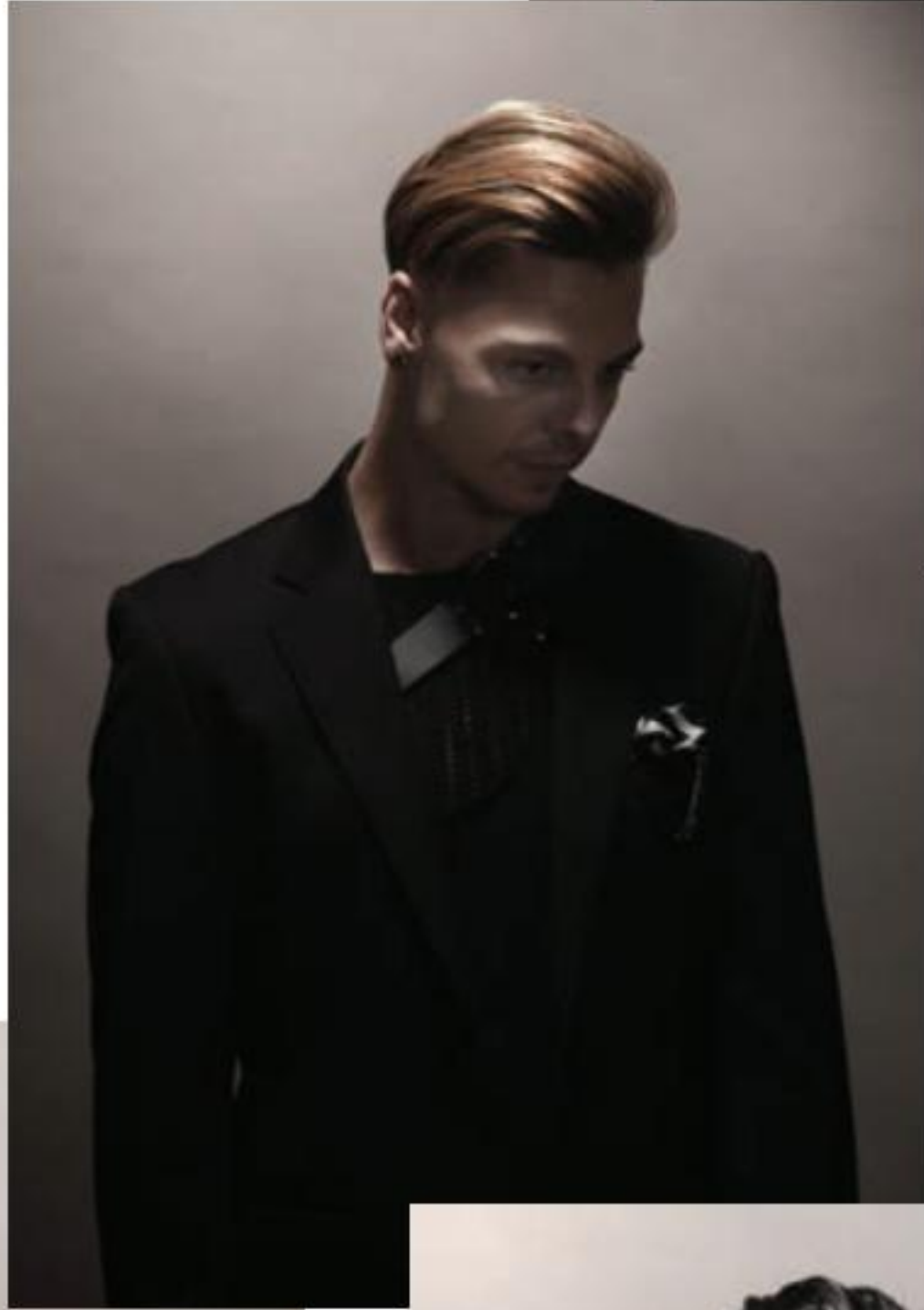
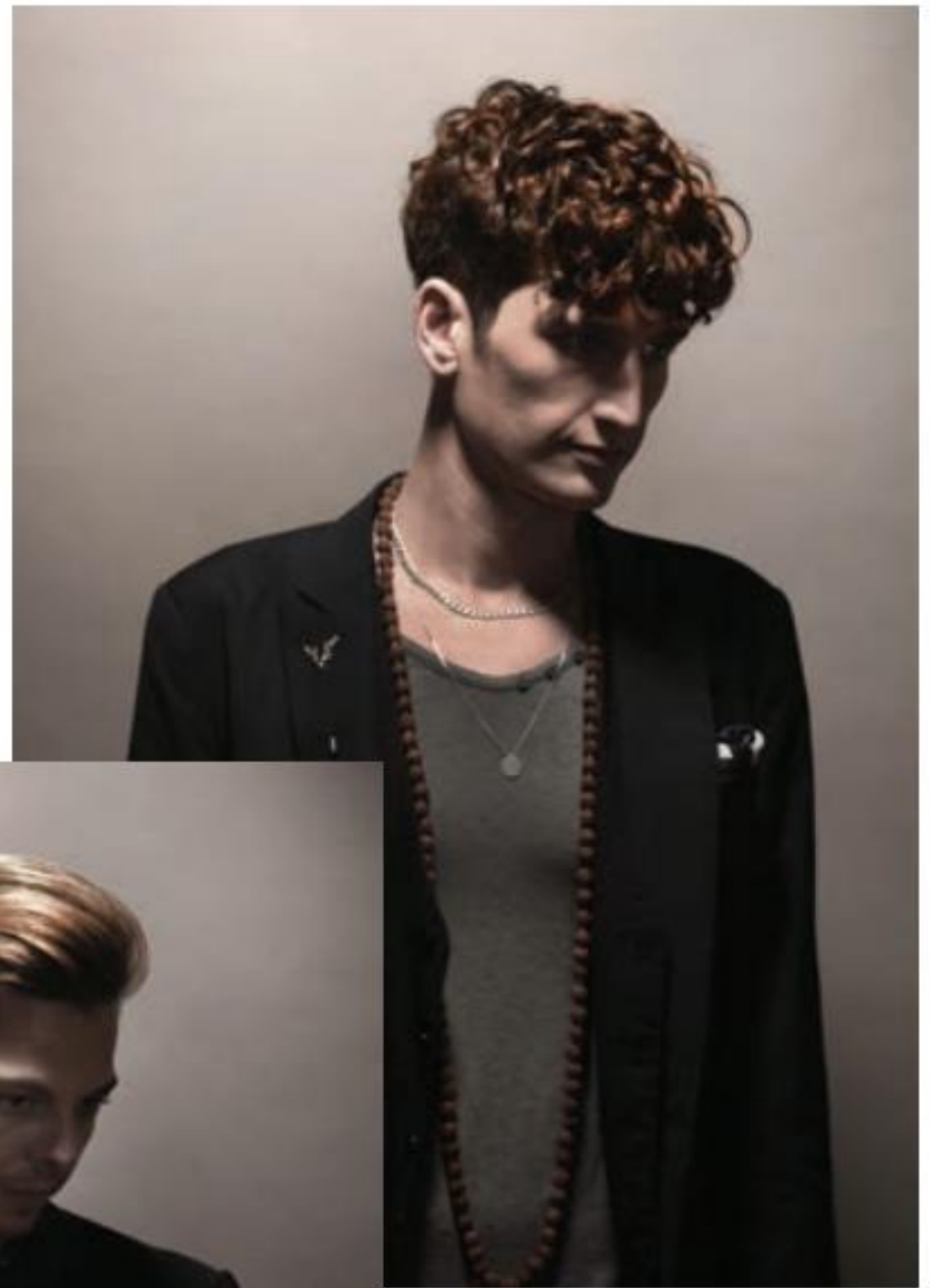
PHOTOGRAPHY – ROSS CHARLES



THE ROYAL SOUL COLLECTION WAS FORMED FROM AN INTERPRETATION OF CLASSIC, SOPHISTICATED LOOKS THAT HAD AN INNOVATIVE AND CONTEMPORARY EDGE. THE COLLECTION EMBODIES HIGH END HAIR THAT CAN BE ALTERED AND MOULDED TO MAINTAIN THAT CREATIVE FLAIR AND EXPRESSION OF PERSONALITY. THE LOOKS ARE REGAL AND CAPTURE THE ESSENCE OF MODERN PRINCES FROM AROUND THE GLOBE. INFLUENCED BY DIVERSE GLOBAL CULTURES, THE COLLECTION REPRESENTS DIVERGENT STYLES.



Inspired from the modern day warrior, a powerful man with strong character. Using ancient and modern technologies that explore and highlight the differences between Masculine and Feminine archetypes. They know how to use the agility of polarity to increase their passion, power, and presence through their purpose in the world. The name comes from New (NU) Warrior (tribe).



Hair by: The Excentric Team
Flo Neacsu, Leandi Cronje, Farhana Pratt, Angie Govindarajoo, Valerie Naude, Lucinda Verwey, Johan Pretorius, Ella Benn, Rosadah Maart
Photographer: PETE MALTBIE
Stylist: DUNCAN PAPE



HEALTHCHECK

WITH DR BEN DE CAMPO, CEO OF MILKMAN GROOMING CO.



Part of our job as Barbers is identifying skin and hair problems our guests might have and be able to offer advice and even a solution. To do that we need to be educated as to what we are looking at in the first place, over the coming issues we will delve into a host of what might be everyday conditions to us.....but are most likely much more than that to our customers who have them...

Here, Dr Ben De Campo explains ingrown hairs....

"Hey Hey, it's Pseudofolliculitis barbae."

Did you know that some folks have a hell of a time with in-grown hairs? For them, it's not an occasional thing, it can be quite severe, with a condition called "pseudofolliculitis barbae" (PFB). PFB is characterised by the long-term presence of inflamed lumps (sometimes called shaving bumps), skin pigment blemishes & scars from previously inflamed areas. Generally, it is seen in the beard area, although it can occur in other areas that are regularly shaved.

The causes of PFB can be varied but generally shaving or plucking the hair can trigger it as the newly cut hair shafts turn inward & penetrate the surrounding skin (see Figure 1). Because shaving technique can have such a big impact on people with PFB, it's something barbers should be particularly mindful of.

If you have a customer with PFB issues it's important to know what to do. In some cases you may be able to identify pre-existing bumps and take precautions as needed. You might also take extra care with customers that have curly, thick hair. Although the condition is estimated to affect only around 3% of Caucasians who regularly shave, it appears far more common in some African & Asian populations (somewhere in the range of 40-80% of regular shavers).

What steps do you take when shaving customers with PFB? Obviously, shaving against the grain or using blunt razors can increase the risk of in-grown hairs and should be avoided. What might be less known in the industry is that dry shaving (by not pre-moisturising & lubricating) also tends to produce sharp tips on the hair which makes them more capable of penetrating nearby skin. If you prefer dry shaving for line ups around the beard, take note of your customer's skin & hair type and consider including a good pre-shave technique (such as a warm wet towel & shave lubricant) for susceptible individuals.

The degree to which the skin is stretched ahead of the razor should



Penetration of the skin by hair shaft in PFB (from Clinical, Cosmetic and Investigational Dermatology 2019:12 242).

also be considered. Naturally some stretch is needed to keep the blade gliding over the skin. However, be careful not to overstretch the skin as this may reveal too much of the hair beneath the follicle. As the hair is cut it may retract back into the follicle, giving a smooth shave but encouraging penetration of the hair tip into the skin as it grows back out again.

The customer might also need educating on the shaving techniques that can trigger PFB so they can manage their condition in between visits. Generally they might want to avoid shaving with multi blade cartridge razors. With this method of shaving, the lead blade pulls the hair while the following blades cut the hair. The result can be similar to overstretching, whereby the hair retracts below the surface & may be more likely to penetrate surrounding skin as it grows out.

The length of time between shaves is also important. If the customer prefers to use razors then frequent shaving is recommended, before the hair has a chance to grow to a length that leads to penetration. If they don't need to (or want to) shave, then growing a beard could reduce their PFB risk.



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WHEN HAIRDRESSING CHANGES LIVES

BRISBANE RTO FILLS INDUSTRY GAP BY OFFERING DISADVANTAGED TEENS AN EXCITING CAREER PATH

At a time when the hair industry is almost at crisis point concerning declining apprenticeship completion rates, Brisbane registered training organisation MIG Training is thinking outside the square and filling salon job vacancies with a surprising new breed of hairdressing candidates.



MIG Training has just graduated its third intake of newly skilled Salon Assistants in partnership with the YMCA and Skilling Queenslanders for Work (SQW) program, which provides skills development, training and job opportunities to unemployed, disengaged or disadvantaged Queenslanders through a suite of targeted skills and training programs and is proudly funded by the Queensland Government.

The students complete a Certificate II in Salon Assistant, which gives them work-ready qualifications to go straight onto the floor in a hair salon and for many, commence a hairdressing apprenticeship. The most recent intake was highly successful, with so far five of the seven graduates gaining employment. The program completed in the first half of 2019 resulted in six of the nine graduates getting opportunities in some of Brisbane's leading salons.

"These students come from a position of disadvantage, so to achieve those outcomes is exceptional," tells MIG Training managing director Anthony Gray. The partnership between MIG and the YMCA began five years ago, when it received a grant to develop a trade training centre including a hairdressing training facility. MIG worked with the YMCA to help design the facility, which then led to the development and delivery of a pilot Certificate II in Salon Assistant program. This has grown over five years to include hairdressing and retail programs across four campus locations.

When asked why he believes the program has been so successful in the hairdressing arena, Anthony says it's both the connection MIG Training has to the salon community, plus the willingness of that community to give these graduates an opportunity. "In addition, ensuring the skills match those that are important to employers and providing strong pastoral care while the students train and make the connection to employment are key to such positive outcomes."

Hannah Nixon, acting team leader for YMCA's SQW program says: "People in the local community have a real opportunity to enter the hairdressing industry with this stepping-stone program to employment. We see first-hand how specific skill development, staff support and hands-on work experience positively impacts not only the participants, but also their families and the wider community."

MIG Training educators Mandy Goodyear and Krystal-Lee White say that the transformation of the students prior to commencing the program compared to finishing are quite remarkable.





"I've observed massive changes, not only to skills, but also confidence, independence and work ethic," says Krystal-Lee. "Most of our students come from diverse backgrounds with a range of different circumstances and barriers. Throughout the SQW program, you watch them transition from where they were to where they never thought they could be. This is through the combined effort of the YMCA and MIG Training teams, to take the student back to basics and not just teach skills, but also teach self worth."



The SQW program at MIG Training runs for 16 weeks and consists of hairdressing two days a week in a simulated salon whilst completing units of assessment in the Certificate II Salon Assistant qualification. It also includes one day a week in employability skills and 1-2 days weekly work experience in a hair salon once the students have completed some training and are ready to enter a real salon environment.

"Over the course, you see the students go from tense, no belief in themselves and quite introverted, to relaxed, chatty and more confident," adds Mandy. "Some of the students have always wanted to be hairdressers or barbers, but have not had the opportunity or the confidence to pursue it. Some of the students did not ever think about hairdressing as a vocation, but now believe it could be the career for them."



"We are not just in the hair business, we are in the people business, and we help the students to succeed no matter the obstacle," adds Krystal-Lee. "Employers would look the other way if these young people applied for an apprenticeship before this program. Now salon owners are calling us asking when our next graduates will be ready. Why? Because they are hungry! They want to be challenged and moulded and worked because they know what struggle is and that opportunity doesn't come easy. They hold on with both hands and work hard in exchange for support, a salon family and continuing education."

Here are what some of the employers of MIG Training's SQW graduates have to say:

"I am always looking for passionate young people wanting to get into the industry, but they need to prove themselves – I don't want to waste my time or theirs. So when the MIG team asked if I would take a young man (Isaiah) on to do work experience, I was happy to mentor him and possibly give him a job if he proved he wanted it. That was a few months ago now and I am so grateful they brought him to me.

The growth I have seen in Isaiah has been amazing. He comes in and wants to learn and improve his skills. He is doing some awesome fades and completing full haircuts on models with no help or support. His customer service is incredible; he has transformed from a boy who was really shy to now holding conversations with customers and joking around with all the other barbers. Isaiah has become a great part of the team."

Nicky Pati, Spasifik Cuts Barbershop



"Employing an apprentice through MIG Training has been such a breeze. After filtering through applications from other sources, I was about to give up until I agreed to undertake an MIG work experience student. Thank you so very much, I have found myself an apprentice who is actually passionate about wanting to learn and grow as a young hairdresser."

Anita, Mandala Hair & Beauty

MAXIMISING YOUR CLIENTELE

BY DON DE SANCTIS



Being a business owner and barber, I have witnessed many changes throughout the barbering industry. In recent years, male grooming services and sales have skyrocketed, which has played a huge benefit within the hair and beauty industry.

With the craze of social media and celebrities, men are becoming more conscious with their overall appearance, with some males returning weekly for their haircuts to maintain that fresh look. While male service prices may be less than female services, the male clientele have the potential to spend just as much money as a woman over a period of time.

What originally started out as haircuts and traditional cutthroat shaves has developed into so much more. Males are no longer afraid or embarrassed to ask for those extra grooming services, such as hair colour, waxing, facials and even manicure and pedicures. With the increase of male grooming services, it is crucial now more than ever, to set industry standards across the sector so no matter what male grooming services are being practiced and performed, it is being conducted in a manner that ensures the continued growth and reputation of the industry through quality cuts, styles and services.

At Barber Boys, we offer the full spectrum of traditional barbering services at the highest standard combined with first-class client care. Within the company, Barber Boys policy certifies that all staff members hold the appropriate Australian recognised qualification and undertake mandatory rigorous training by our educators, to ensure the

quality of service they provide is second to none.

In addition to our weekly training, once a month I organise a Look and Learn training session which involves well-established barbers showcasing and sharing their talents and tricks to the Barber Boys crew. I also organise product knowledge training nights with product companies such as American Crew, Layrite and Uppercut to refresh and update staff on the products we use and sell as I believe that by expanding their product knowledge, my staff gain the confidence to educate their male clients. A confident approach whilst explaining the products best suited for the individual, helps create the probability of a sale, and maximise profit as well as provide an outstanding level of service.

The growth and diversity of male services allows barbers the opportunity to suggest a range of additional services during the client consultation, whether that's a beard trim or tidy, eyebrow or facial threading, or colour application to show that we care about our clients and their overall appearance whilst of course, maximising profits. The greatest benefit of this is the ongoing loyalty that it creates, as clients return for those additional services again and again.

Consultation is something that I educate my team on



quite frequently, as I feel many worry about feeling pushy, or trying to force a sale, but what they now understand is that consultation is essential in aiding communication and understanding your client's wants and needs.

As a barber you need to discuss:

- Client's current hair style
- What they are wanting with today's service
- Understand what products they are currently using
- How long would like to take with styling their hair daily

During the service, a barber must engage with their clients in a general and friendly conversation which creates a welcoming environment, and helps the clients feel more relaxed and open to your opinions and suggestions. Building good relationships and trust are important.

Our décor and signage are also designed to appeal to the male eye, with gold print and masculine font, plus wooden furnishings along with our distinguished brick feature wall, creating an environment where our male clientele can feel comfortable.

Instead of those monthly reminder emails for your next hair visit, males tend to respond to more visible and tangible things. We offer vouchers at all Barber Boys stores, which is always a hit for birthdays, Father's Day, Easter, Christmas and other festive occasions. We also offer wedding packages for the groom to share that experience with his groomsmen, dedicating a special allocated time for the party, where our barbers can take care of the guys, making

them looking fresh for the special day. This is also a great marketing tool to attract new clientele.

With the trend of social media, our marketing has played a huge part in our growth, particularly with Instagram and Facebook. We post material to specifically attract the male clientele with the latest trends, product of week, self-bio of our Barber Boys staff and showcasing their latest haircuts on their clients. Once you are familiar with a person, product or brand, you become more interested in it, so, displaying the company, the employees and their work spreads the barber boys name across all social media channels to attract new clientele.

The Barber Boys crest is symbolic with the two lions representing strength and leadership, and at the end of the day that's what it is all about. Seasons change and the same goes with hair trends. You need to invest financially, mentally and physically and it all starts with your purpose in the barbering world.

For continued success, the detail matter, from building a team who support your vision and have the same passion and dedication, to creating the perfect environment to provide exceptional male grooming services and top of the range products.

Once you have ticked all of those boxes and continue with ongoing growth and development, you become unstoppable.

www.barberboys.net.au

UP YOUR BARBERSHOP GAME



You look up from your shears and around your barbershop and suddenly, you notice something - the crowd is missing and the buzz about your business seems to have vanished overnight.

Maybe you've been losing your regular clients.

Maybe you're having a tough time drawing in new ones, too.

Whether you're a new barbershop or a staple in your community, it's never a good sign to have zero people in your wings waiting for your skilled hands to give them a fresh new cut.

The remedy for this flat-line?

Up your barbershop game right away.

With a few quick, simple tricks, you can bring your barbershop back to life, draw in new customers, and ensure your clients are always coming back for more.

**“ABOVE ALL,
WHAT’S GOING
TO KEEP PEOPLE
COMING BACK
TO YOU IS YOUR
CONSISTENT
EXCELLENCE.”**

FLAUNT YOUR BARBER BRAND

Take a look at your shop. Now, at your social media. We're not done yet, look at your website.

Ask yourself - do you have an established brand?

For folks that already have a pretty solid handle on branding, feel free to skip ahead, but if you find that you're a bit lackluster in the brand department, this is for you.

Professional branding is what's going to set you apart as a company, what's going to be your identifier among your competition, and what's going to keep people coming back to you.

Your professional brand is going to be a combination of tangible and non-tangible factors, mostly your brand is made up of things like:

- Consistent professional style and images you want to portray
- Your mission statement, ethics, and values
- Your overall goal for your company
- A set of established colours, styles, typographies, images, etc.
- The aesthetics of your barbershop (décor, atmosphere, etc.)
- The way you market yourself (tone of voice, personality, vibes, etc.)

If you're struggling to really establish your brand, it might be time to consider working with a branding specialist or a consultant to move you in the right direction. A professional brand is something super recognizable for clients, and something that sets you apart from other barbershops — in short, it's something that keeps people coming back for more.

GET YOUR ATMOSPHERE ACT TOGETHER

You know that people don't just come to you for a haircut —well, they come to you for your barbering skills, but it's about more than that.

If you learn only one thing from this article, let it be this: a barbershop visit is an experience.

Even if your customers don't want to admit that it's an experience, the most successful barbershops recognize that treating it that way is what people are really after.

What does this mean for you?

Make sure your barbershop atmosphere reflects that. Remember that brand we were talking about earlier? Your atmosphere is going to play a huge part in that.

We're not saying it has to be mega-themed or super ritzy, but it should speak to the experience you're trying to give your customers. A well-tuned atmosphere in



any place of business is a key component in what keeps people coming back again and again.

Are you going for a retro, old-school barbershop thing? Make sure your atmosphere reflects that. Are you trying for a minimalist, clean-cut experience? Get your atmosphere on board.

Sure, people joke when they say things like "it had a certain vibe about it," but in a lot of cases, this is true. Take note of your barbershop and try to understand what experience your customers are having now. Is it the experience you want to reflect?

If not, it's time to get your atmosphere act together.

“WHATEVER YOU DECIDE ON, MAKE IT UNIQUE TO YOUR SHOP AND MAKE IT SOMETHING THAT KEEPS PEOPLE COMING BACK.”

AMP UP YOUR CUSTOMER SERVICE

Once again, a barbershop visit is an experience —that experience is going to have a ton to do with your customer service.

Try to go through the average client's

visit to your barbershop — what is their experience like? How are you — or your employees — treating your clients? Are you lacking in specific areas?

Try to go the extra mile — offer your customers beverages, complimentary snacks etc. Are your customers waiting for a while before you get to them? Provide them with the wi-fi password or other forms of entertainment. Whatever you decide on, make it unique to your shop and make it something that keeps people coming back.

You want people talking about your customer service — in person, over the internet, everywhere.

Make sure when they do talk about it, they're saying something exceptional. That's going to be a key difference in a one-time client and a regular who knows you're going to treat them right every time they walk through the door.

BE TIGHT WITH YOUR COMMUNITY

Try to invest yourself in your community. As much as your professional skill, brand, and atmosphere have to do with repeat customers, your activity within your community can also play a role in this.

It's likely that you're a local business, right? Being involved in your local community is going to be huge for your shop. Have marketing information on you at all times and be intelligent about how you hand it out to your community.

Get to know the people who are living in your town, city, or area and establish relationships with them.

Knowing people on a personal level is huge for businesses, especially barbershops. Often, people seek out services from the places they're most comfortable, and if you're harnessing the power of the relationships you're building, you can bet you're going to get return customers.

UTILIZE YOUR SOCIAL MEDIA + ONLINE PRESENCE

This is going to be a part of your branding process. Ensure that your social media an online presence are both consistent with your brand and echo your values and mission statement.

Further, don't be afraid to use your social media and online presence to incentivize people to visit your shop.

Offer online specials that folks can only get through following you on social media, host contests on your platforms, encourage referral programs through your website.

This kind of online incentive program helps your business in two ways — first, it keeps people active on your social media channels, and secondly, it can continue to help you harness the power of relationships to build your client base.

ALWAYS BE ON YOUR BARBERING GAME (AND MAKE SURE EVERYONE WHO WORKS WITH YOU IS, TOO)

Above all, what's going to keep people coming back to you is your consistent excellence. Make sure that, before everything else, you're consistently taking the time to better your skills every day.

Attend symposiums, listen to keynote speakers you admire, learn from some of your idols, research, take extra classes — whatever it is, do your best to continue your education at all times.

Try to constantly offer new, trendy services while maintaining a firm standard of excellence on all of your staples, too. This is one of the greatest keys in drawing in new customers and keeping your regulars coming back for more.

BLOG SPOT.

LET'S HEAR IT FOR THE GIRLS! WITH COLLETTE SAUNDERS



If there's one thing I love, it's people who have a go! The ones who, despite not knowing what's at the end of the tunnel, run right into it anyway. I became one of those not so long ago. So uncharacteristic, because I like life in little boxes, and love knowing the destination. It's not the first time I did a "sink or swim" thing and those times scared the hell out of me too (like when I started barbering 30 years ago)!

This time though I did it out of passion. A great reason for anything right? Remember passion ... sits right there alongside pain in the dictionary somewhere. That in mind and no clue how to even start an Instagram promo page I just did it. It's taking over my life and, to tell the truth, I absolutely love it.

I'm talking of course about @australianfemalebarbers It's getting some real traction now and everything about it is POSITIVE.

If you'd told me 18 months ago that I'd meet some of this country's best female barbers, build bonds with them and then finally be a part of creating the first Australian Female Barbering Competition, I'd probably have told you to rack off. Seriously! This ride has been awesome. I've met some of the best industry people. I threw myself into charity work and ended up on the board of the @jackreedfoundation It just keeps getting better and better. So much for semi-retirement! I've barely got time to work!

The women I've met along the way are a tribute to themselves and the barbering trade. I am, and always will be, the cheer squad from the sidelines, an advocate of the female barbers who bring their talent and creativity. She tells me her stories, shares her passion and vision, spills her frustrations to me, and the greatest joy I receive is by giving her a name. That girl in the corner shop in the burbs is going to be seen. That woman who never thought she was as

You'll find her everywhere, opening up business' and propping up business'. Women are bringing new perspectives and directions in barbershops for those who require more from their barbering experience. We challenge the industry's visual representations of mainstream barbers as purely masculine! It's a static environment and it's moving quickly. Hairdressers crossing over to barbering are bringing more to the floor with therapies for the skin and hair that were once reserved for beauty salons. With that comes a whole new list of services and products requested by both men and women customers. Education is only a click away and should be on everyone's priority list. I am meeting older women who are creatives from all walks of life wanting a career change who are taking on Cert III Barbering Courses and absolutely smashing it!

The women who are in, what has historically been held as a male dominated industry, are now breaking molds. She is showing herself to me as a leader.

She is "Inspiring a culture that is not intimidated, rather one that is bold and unstoppable, passionate and full of purpose. (@laura_heartsandminds).

She is "feeling strong, independent, open to life" (@anh_barber_888).

Collette Saunders @collettecutthroats
Founder @australianfemalebarbers
Director @jackreedfoundation



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THE IMPORTANCE OF EDUCATION WITH DON DE SANCTIS

“Education is the most powerful weapon which you can use to change the world” those words spoken by the one and only, Nelson Mandela is something I live by. My passion is education and believe that consistent quality training is the key. I have been in the hairdressing and barbering scene for over two decades and have witnessed many changes in the industry. Barbering has enjoyed a resurgence in popular culture, not only in Australia but also across the world, propelling the craft once again into the spotlight. Therefore, it is crucial more than ever to set industry standards.

As a mentor and hands on director I am committed and focused to provide education and training. In 2016 my wife Anna and myself saw the realisation of our dreams materialise with the long-awaited opening of our new training facility “The Barbery – Craft of a Barber Academy”. The first dedicated Barbering RTO in Australia cements the Barber Boys’ commitment to the elevation and sustainability of quality barber craft within and outside the group. Offering nationally accredited full-service barber training including Certificate III in Barbering.

What I believe sets the Barber Boys team apart from their compatriots is the consistent quality of training. Our policy certifies that all staff members hold the appropriate Australian recognised qualification. In addition, all team members - managers, senior barbers and apprentices attend weekly training at the Barbering Academy. We alternate our training sessions from technical cuts to fashion trends to product knowledge and exemplary customer service. Once a month, we hold a look and learn training session for high profile barbering experts showcasing their talents and techniques to the Barber Boys family. By holding these weekly and monthly training

sessions helps the team with continuous growth and development.

The key to education is to make it informative as well as entertaining. Having over 10 Barber Boys stores with 40 staff, alternating the training sessions helps keep the team interested in their growth and keeps them engaged. Our weekly training sessions also includes a warm dinner for the team member and their models. Not only does this help the staff attending, but it also makes our team one big family with a culture to match.

The Barber Boys Training Manual – also known as BBB (Barber Boys Bible) offers incentives for all staff looking to better their skills and relations within the industry through activities such as competitions and expos for staff interested in attending and competing.

With my dedication to education, I believe it is crucial to set the standards for the Barbering industry, that is why I am thrilled that South Australia is taking the lead with the SA Qualified Hairdressers and Barbers Register. Establishing a register in conjunction with Consumer & Business Service and the SA Hairdressing Act 1988 (ACT) Legislation, allows anyone to view online a record of qualified hairdressers and barbers in South Australia. This will change the hairdressing and barbering world immensely and will also provide the rise and development of skills and reputation for our industry.

Being the founder of Barber Boys, I have realised you need to invest financially, mentally and physically when it comes to education. This industry is about continuous growth and to keep up to date with trends, maintain an established clientele but more than importantly run a successful business, you need to be devoted and committed with all aspects of education.

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BLOG SPOT.



RECYCLED STYLE SAVING THE PLANET WITH SUNGLASSES MADE FROM SHAMPOO BOTTLES!

WITH PAUL FRASCA



Having kept 89,900kg of plastic salon waste in circulation and out of landfill since its inception, Sustainable Salons is taking its innovative approach to the next level by turning trash into trends through a closed-loop collaboration with eyewear giant, Dresden Vision.

'The Shampoo Collection' are the world's first sunglasses, prescription sunglasses, and prescription glasses frames created entirely out of recycled shampoo bottles.

Launching online and in Dresden stores across the country on October 1st, the forward-thinking, truly sustainable, closed-loop solution will see plastic shampoo bottles collected from Sustainable Salons' members across Australia and New Zealand recycled into black signature Dresden frames.

The Dresden glasses system is a sustainable alternative to the cyclical, disposable, eyewear fashion industry. The company, Cofounded by Bruce Jeffreys and Jason McDermotts, is on a mission to bring high-quality, sustainably made glasses to the globe.

Sustainable Salons- a comprehensive resource recovery program designed for the salon environment- has been working with beauty, hair and even pet-grooming salons to rescue salon waste from landfill and find innovative repurposing solutions that benefit the planet and the community since 2015. A focus

on meaningful and powerful collaborations lead Sustainable Salons to Dresden Vision; an ethical, socially and environmentally sustainable eyewear brand and their partnership is proving that pushing boundaries and thinking outside the box can result in game changing ideas.

Paul Frasca says, "The Shampoo Collection' is an incredible introduction to the consumer market and a chance for us to not only create the world's first closed-loop product created entirely out of shampoo bottles but also to educate consumers about the impact their lifestyles can have on the environment. When you visit a salon that uses Sustainable Salons, you know that your waste isn't going to landfill and that's the message we want to share."

Founder of Dresden Vision, Bruce Jeffreys says, "This project is something we've always dreamed of; linking up with a business that has a waste problem and collaborating to create a new, exciting product. It's not only amazing in terms of recycling waste but we also hope it acts as a catalyst to encourage innovative thinking for future uses of waste plastics."

'The Shampoo Collection' is 100% post-consumer recycled and Australian-made with prices starting at \$89. Grab your pair at Dresden.Vision And Dresden stores globally

<https://dresden.vision/au>
<https://sustainablesalons.org>

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SNIPPITS

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Barber Apron: Crafted with canvas, making it lightweight, tough, and durable

Dark Stag Folding Kamisori Razor: Comes with a genuine leather pouch for easy and stylish storage when not in use. Changing the blade takes 2 seconds by pinching the head to drop out the used blade and pop in the replacement.

Shaving Set: Perfect for Barbershop retail at Christmas, this well-presented traditional shaving set contains all the tools needed for a luxurious home wet shave experience.

Barber Tool Roll: Made with split leather The outer toughness can withstand almost anything and the soft inside protects tools from scratches, chips and damage.

All Available online www.darkstag.com



MOVEMBER IS BACK FOR 2019

This November, Movember returns with its annual month-long fundraiser challenging men across Australia to grow a moustache, raising awareness and funds for men's health issues.

Now in its 16th year in the Australia, Movember encourages millions of men around the world to embrace the moustache in all its glorious forms. The itchy one, the patchy one or even the lopsided one - they all help fight prostate cancer, testicular cancer and male suicide.

Whether men fly the flag solo or join up with friends, work colleagues, sports clubs, schools or universities, adding some hair to their upper lip drives awareness and generates funds for vital men's health issues.

To date, through moustaches grown, connections created, and conversations generated, Movember has proudly welcomed over six million supporters and helped fund 1,250 innovative men's health projects across 20 countries. But there is still plenty more to be done.

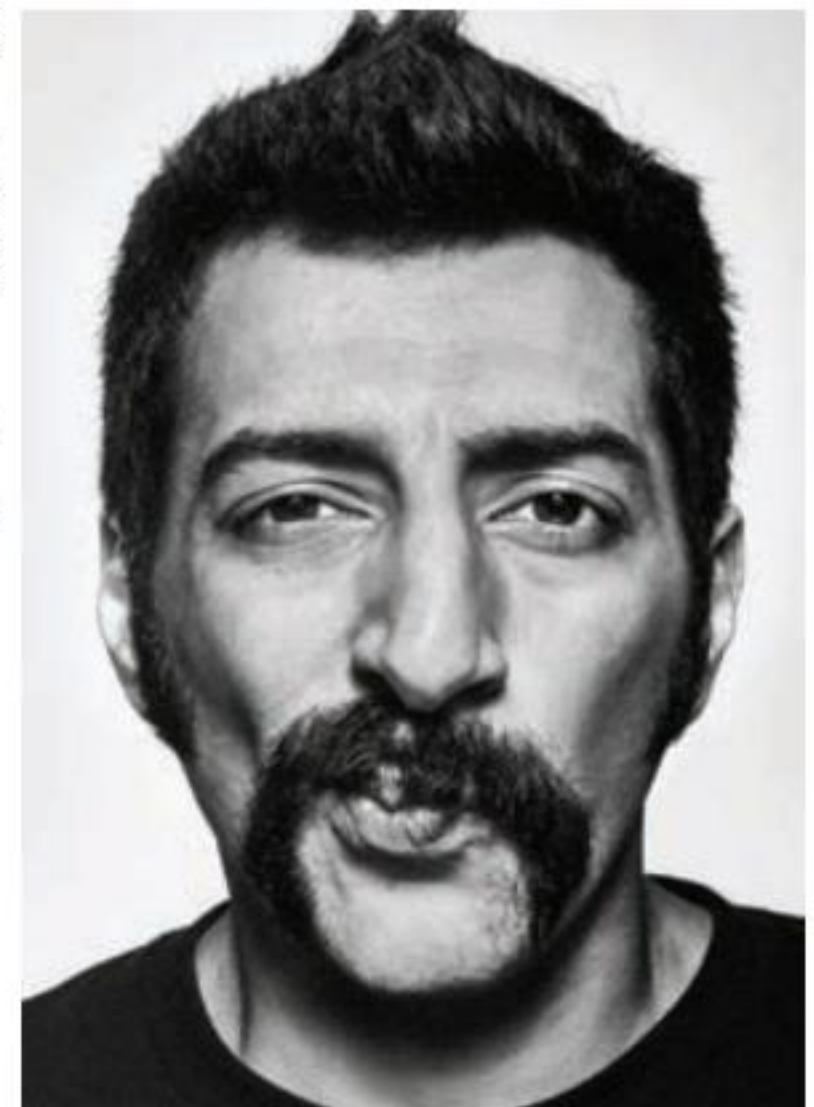
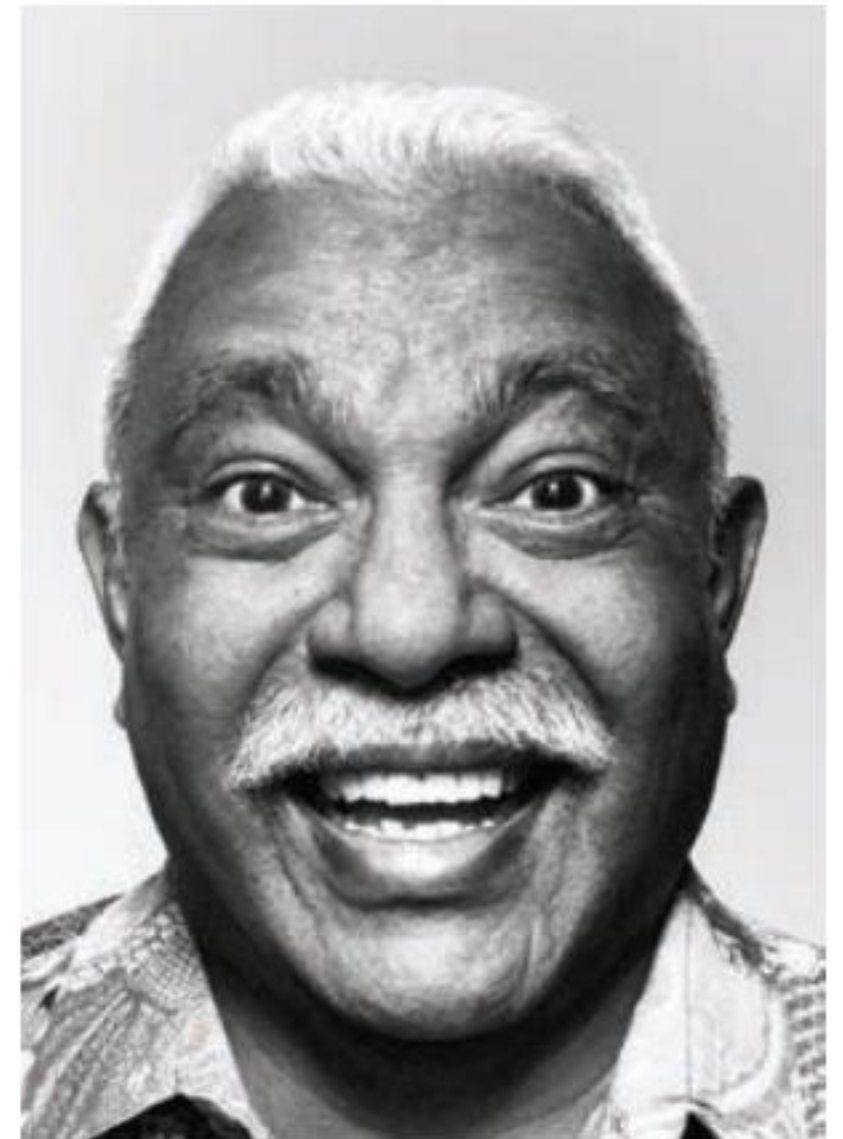
In Australia, the stats are shocking. Nine men die from prostate cancer every day, while across the country more than 200,000 men are living with the disease¹. On average, six men in Australia take their own lives every day and three out of four suicides are by men², making it the biggest killer of males under 45. Testicular cancer is the most common cancer in young men, and although in most cases the outcome for men with the disease is positive, a 95% chance of survival is of no comfort to the one in twenty who won't make it³.

But participants don't have to Grow to save a bro. Mo Sistas and those who aren't keen on sporting a moustache can simply Host an event to support the charity this year or Move. And it's certainly not restricted to ultra-athletes or hardened gym-goers. Move is simpler than that. Fundraisers just run or walk 60 kilometres over the month - that's 60 kilometres for the 60 men lost to suicide each hour, every hour around the world.

Movember is the leading charity dedicated to changing the face of men's health in Australia and around the world. The charity recognises that globally, men's health is in crisis. Men are dying four years earlier than women due to common health issues such as prostate cancer, testicular cancer, mental health and suicide. Movember aims to reduce the number of men dying too young by 25% by 2030.

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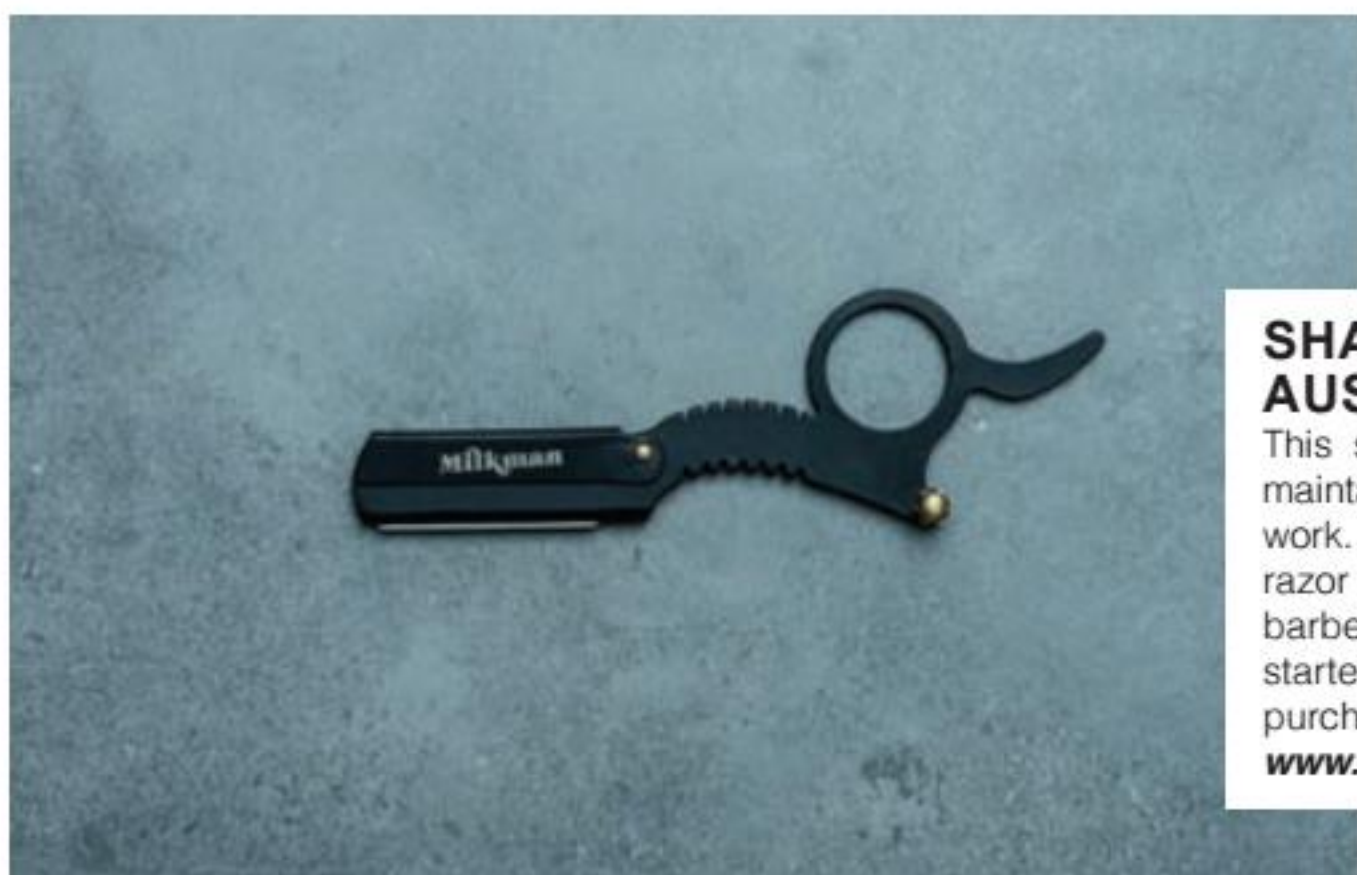
MOVEMBER.COM

NEW CROW BARBERS CHAIR FROM COMFORTEL

Nothing says luxury quite like the Crow. This barber's chair fuses the best bits of mid-century design with a traditional buttoned back rest, sleek silhouette and a comfortable and supportive seat that is firm and well supported. The adjustable height range is this barber's chair is perfect the tall and even short barber. Traditional styling is met with the highest grade of durability, finish and of course maximum comfort (nothing is more important). With a combination of matte and chrome details, this barber's chair is a striking accent piece to any barbershop.

- 360° (lockable) rotation
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www.milkmanaustralia.com

ARE YOU PLAYING MUSIC IN YOUR BARBER SHOP? YOU NEED A LICENCE FOR THAT!

Have you caught Kav Temperley (from Eskimo Joe) touring the country this summer? He not only still has great vocal chords, but great hair! Kav says "At the centre of every musician's world is a small business owner who is piecing together all the elements like a musical patchwork.

"We need music to help us feel, to set a mood, and to document our lives. Thank you to all of you who help this to happen".

Kav gives you permission to play his songs. So do 2 million others.

So why do you need a music licence when you have forked out for your streaming service or vinyl already?

Any barber shop in Australia with music playing (from any device) requires permission for that use; permission from Kav and his fellow global music creators. That permission comes in the form of a OneMusic licence.

And keep in mind, your purchase of the streaming subscription or your 12" collectors item is really payment for personal use, not commercial use.

What will it cost?

Say you have a barber shop of 49 square metres (just the client area, including the bar!) - with a radio or television on, you need only set aside \$85 a year for a OneMusic licence.

How does my licence fee get to Kav and other musicians?

It's a good question because if you're not letting OneMusic know exactly what tracks you're playing each hour, how do they know who to pay?

Millions of lines of music data come in to OneMusic. Streaming services, radio stations, television stations, cinemas, record sales charts and background music suppliers all provide OneMusic more information than you can poke a stick at. That gives OneMusic a pretty good picture what is likely to be playing any given hour on any day of the week - and they work out the royalties and who is entitled to a share of your fees based on all that.

Get a quote at onemusic.com.au or call 1300 162 162



Kav Temperley, Eskimo Joe.
Photo by: Belinda Dipalo
Snippets pic 7 and 7a

OneMusic
AUSTRALIA

SNIPPITS



EXCELLENT EDGES SUSTAINABLE FRESH KIT RANGE

Excellent Edges have made the move to sustainable packaging for their popular Fish Kit range. The professional scissor giant has designed a new scissor box for Australian customers which is made from sustainably sourced Bamboo and features no plastic ingredients or wrapping. Even the mailbags are now fully recyclable.

"There has been significant change in the hairdressing salon sector in regards to waste, and that's great," said Director of Excellent Edges, Pete Walstab. "So the flow on from that has been to address what we do as a supplier to this industry. This is more evidence that it's important to maintain and increase an awareness around reducing plastic use and waste, and hopefully it sparks a change of thinking within the industry," Pete said.

The Fish Kit range has been further modified, as the Excellent Edges team identified other steps they could take to reduce their plastic waste, through opting for a steel centre screw to replace the abalone shell and plastic paw shell, as plastic and the ocean don't mix.

The Excellent Edges team also noticed that finger inserts, which had previously been automatically included with scissor purchases, were in fact optional for some of their customers. Rather than adding them to every scissor, it's now a choice made by the hairdresser whether they will require them or not, ensuring that they don't get thrown away by hairdressers or barbers who don't want them.

"I think for too long people say 'I'm only one person or company, so how can I make a difference?' As responsible stakeholders of our planet, we have to change this mentality. Yes, we may not make a difference individually, but if this influences others then collectively we can be many and make real impact," Pete said.

Excellent Edges' plan for the future is to filter their new packaging initiative all the way through their range, with the hope of support from the industry and consumers.

www.excellentedges.com Instagram: @excellentedges

AWARD WINNING FRANCHISE GROUP

Barbershop Express Franchise system has been awarded 'Australian Emerging Franchisor of the Year' at the National MYOB Franchise Council of Australia Excellence in Franchising Awards for 2019. This coveted award, recognises the best new franchise system launched to market in the past 5 years.

Barbershop Express is the vision of Express Retail Groups COO, Bianca Panozzo, an industry professional of over 20 years' experience who recognised the gap in the men's grooming market. Her vision was to provide an offering that enabled high-quality men's services that were affordable and accessible whilst incorporating the Groups 'Express' philosophy, through a chain of shopping centre-based Barbershops.

Bianca Panozzo, Express Retail Group (ERG) COO and lead creator behind the Barbershop Express brand, accepted the award alongside ERG CEO, David Boyd, sharing, "It is a privilege to have been recognised by the industry for the establishment and subsequent growth trajectory of Barbershop Express. Winning this award affirms our decision to launch a new business concept to the market place and for our operating group ERG, recognises the journey from the initial vision to a commercial reality."

Panozzo continued, "David and I, would foremost like to recognise our Franchise Partners, it is their passion, commitment and willingness to immerse themselves in the brand and operations of the business that delivers the framework for success, it is their dedication that delivers the opportunity to enter an award such as this".

Both grateful for the win, David Boyd stated "we would also like to recognise the significant support that we have received from industry professionals across the franchising sector. It is their willingness to share, guide and collaborate that has significantly contributed to our success. It is the culmination of these peoples expertise, aligned with a tremendous Franchisor team that delivers Barbershop Express's success".

Not unfamiliar to being recognised for her talent within the industry, Bianca also won an award personally from the FCA, as the 2019 WA Franchise Woman of the Year.

Barbershop Express continues its journey of expansion, having recently opened at Robina Gold Coast in October 2019 and will also welcome to their network Barbershop Express at Sunshine Plaza, Maroochydore in late November 2019.



WHAT'S YOUR *FAVOURITE* SEASON?




Mine is ~~Summer~~ ~~Spring~~ ~~Autumn~~ ~~Winter~~
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