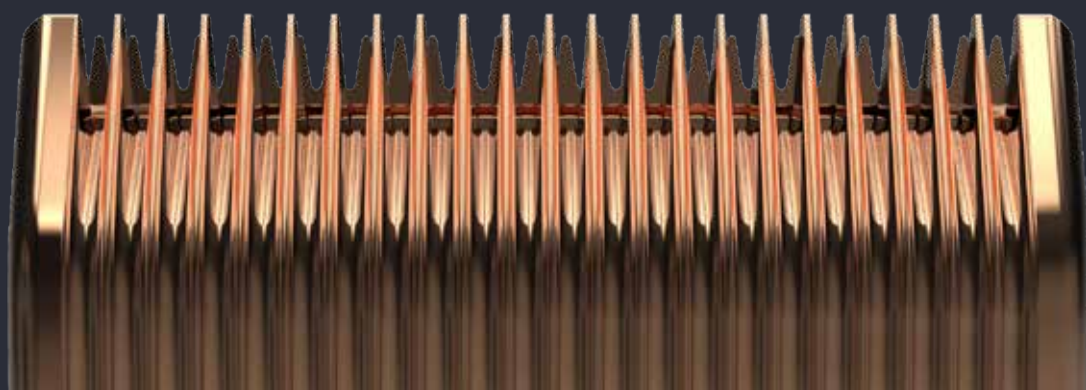




WAHL ACADEMY

COURSE PROSPECTUS



WAHL ED

5IVE

GARY
HOOKER

ANDREA
RAYMOND

MICHAEL
YOUNG

MICHAEL
DAMIANO

JULIUS
CVESAR



U C A T I O N



SIMON
SHAW

JARRED
LIDDINGTON

REECE
BEAK

FRANK
RIMER

ALAN
BEAK

JOTH
DAVIES

CARL
BLAKE

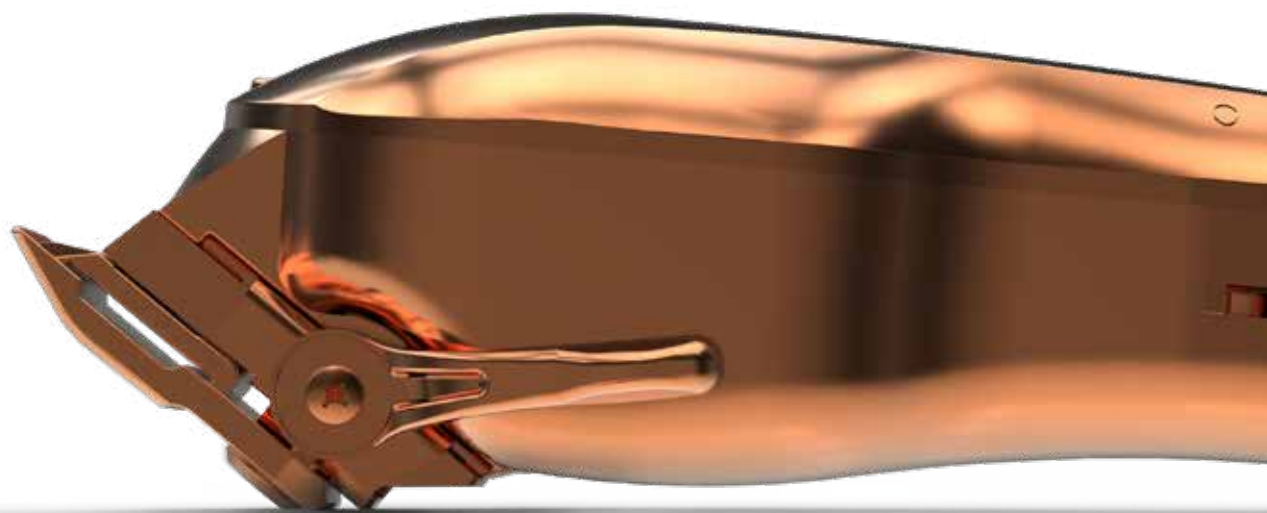


T H E A C A D E M Y

Wahl Academy is open to barbers and hairdressers of all levels who want to develop their craft and push the boundaries.

Since 2002, our mission has been to inspire and educate every delegate that attends our courses. Through a balance of demonstrations and practical learning, every course provides a fantastic opportunity to pull on over 75 years of knowledge and experience from the Wahl Artistic Team members, ensuring you leave inspired and confident with cutting edge techniques.

At the end of the course you will receive a HABIA endorsed certificate. The HABIA endorsed certificate recognises your achievement in terms of Continual Professional Development (CPD) – vital for any salon professionals wanting to stay up to date with the latest techniques, and essential for educators in the delivery of NVQ's.



6

THE
ARTISTIC
TEAM

8

ACADEMY
COURSE
OVERVIEW

14

ON THE
ROAD WITH
WAHL

16

ACADEMY
PRODUCT
RANGE

SIMON SHAW

Global Artistic Director



Welcome to the Wahl Academy, an international training academy for hairdressing and barbering.

Our aim at Wahl is to educate, motivate and inspire hairdressers and barbers of all levels. Whether it's learning the basics, advanced techniques or simply to refresh your skills, Wahl Academy has a course to suit your needs.

So, enjoy your training, enjoy your work and let our talented team take you to the next level.

A stylized, handwritten signature in black ink. The signature consists of a large, flowing 'S' followed by 'S' and 'Shaw' in a cursive script. The word 'ina' is written in a smaller, simpler font below the 'S'.

Global Artistic Director



5ive's list of awards and accolades has made him one of the most in demand barbers. His versatility is unrivalled as he can work with any hair type, whilst the enthusiasm and energy he brings to hairdressing and barbering makes him an integral member of the Wahl Artistic Team.

With over 20 years of experience in the industry, South Londoner, 5ive, has a treasured competitive history, acquiring award titles such as 'Battle of the Barbers', 'S-Curl Champion', 'Afro Stylist of the Year' and 'Southern Stylist of the Year'. His work has appeared in an exhibition for 50 years of Black British Style, and he is always on call for A-List celebrities such as Usher, P-Diddy and Lionel Ritchie.

5ive has become a platform artist for many seminars and shows, including the Afro Hair & Beauty Show and L'Oreal's Masterclass. He can be seen showcasing an array of exciting techniques on worldwide stages alongside the Wahl Artistic Team and educating the next hairdressing generation.



Leading the way in male grooming techniques, Carl Blake brings a wealth of knowledge and creativity that guarantees attention to detail and an inimitable quality that is rarely surpassed. With an impressive 25 years experience in the industry, Carl is an instrumental member of the Wahl Artistic Team.

Carl's work is always in demand as he runs his own successful shop in West Sussex whilst he has also conducted and directed many photoshoots which have graced the front covers of Hairdressers Journal and Creative HEAD.

Carl's creative work has also been recognised at the prestigious British Hairdressing Awards, appearing as a finalist for Men's Hairdresser of the Year on numerous occasions. No stranger to the limelight, Carl can be found presenting the latest styles on stage at exhibitions such as Salon International and training seminars across the world.



As a former 'Barber of the Year', 'Hairdresser of the Year' and 'Afro Barber of the Year' winner, Michael Damiano consistently pushes the barbering boundaries.

Michael started cutting hair from a young age, running a full column of clients by the age of 16 and now runs the renowned Image Barber Shop. It's been a ground breaking career for Michael as he became the first name to be engraved on the coveted 'Barber of the Year' Bill Tildsley Cup and the first male barber to be listed on the famous Guillaume Guglielmi sculpture as 'Hairdresser of the Year'.

Michael's unique talent has made him one of the most sought-after barbers. His success continues as he showcases industry leading skills alongside the Wahl Artistic Team at global exhibitions, seminars and courses.



Crowned 'British Barber of the Year', Andrea Raymond is passionate, committed and hugely talented.

Andrea continues to raise the bar for female barbers, firmly establishing herself as a platform artist who is both knowledgeable and dedicated to being a positive influence for aspiring barbers.

Adept at delivering the latest cutting edge techniques Andrea is perfectly positioned to educate the next generation of barbers, ensuring quality and diversity across every Wahl exhibition, show and course.



SOLID FOUNDATION: CLASSIC MEN'S GROOMING

This course has been designed to build confidence in newly qualified barbers. It is also perfect for experienced hairdressers who want to expand their skills into barbering or for someone who has been out of the industry and wants to refresh their skills before returning.

The day is made up of demonstrations and in depth practical sessions covering layers, graduation, clipper/scissor over comb and hairlines. These techniques give you a solid foundation from which to build up from and become an expert in this area.

Hairdressing experience required, however knowledge of Men's hairdressing is not essential.

On this course you will learn:

- Demonstrations
- The Wahl 5 step method
- Layering
- Graduation
- Clipper over comb
- Product knowledge
- Understanding hair
- One-on-one practical sessions

"Excellent 2 days learning the 5 step method and squaring off men's styles. Picked up a lot to take away and practice."

Gabrielle Wheeler - Course attendee





CREATIVE ADVANCED: GENTS

All serious professional barbers and hairdressers know how important it is to stay up to date with styles and techniques and get the most out of their skills. With constant changes to fashion there is always something new to learn and everyone needs a refresh from time to time.

Creative Advanced Gents is made up of demonstrations and in depth practical sessions. It is ideal for updating basic skills and learning new advanced techniques such as Simon Shaw's famous 'flick & smack' texturising method.

If you want to bring the men back into your salon and keep them there then this is the course for you!

Three years of experience is recommended for this course.

On this course you will learn:

- Demonstrations
- The Wahl 5 step method
- The latest techniques
- Texturing, blending, layering
- Product knowledge
- Clipper over comb
- Understanding hair
- One-on-one practical cuts

"5ive was great, a tailor made course for the need of the learners and had the time for every one of us"

Ama Kettle - Course attendee





CREATIVE ADVANCED: LADIES & GENTS

Clippers are not just for barbers! Expand your horizons with this inspirational course which will not only show you how clippers can be used to cut women's hair but demonstrate techniques that will change the way you look at scissors!

Complete the latest modern cuts on both men and women using a variety of clipper blades. Go beyond fading and learn to texture, blend and layer using your clippers. This course is designed to inspire and add a new talent to your portfolio that will really impress your colleagues and clients.

Three years of experience is recommended for this course.

On this course you will learn:

- Demonstrations
- The Wahl 5 step method
- The latest cuts on both Men and Women
- To use a variety of clipper blades
- Texturing, blending, layering
- Product knowledge
- Understanding hair
- One-on-one practical cuts

"I learnt more today than I did on my Barbering NVQ.

Carl was helpful, easy to approach and a great teacher"

Chloe Vanstone - Course attendee





SPECIALIST: THE FADE

Fading is perhaps one of the most important skills in men's hairdressing and possibly one of the hardest to perform to a high standard.

Fades are a mainstream style that have been around for years and due to the style's simple upkeep requirements they are likely to be a style that remains popular for years to come. The ability to fade well means the difference between a good cut and a great cut. This course teaches all aspects of this classic barbering technique from the basics you need to know to create the perfect fade with no visible lines and a clean finish, to the more advanced techniques needed to achieve skin fades, shading and blending.

"The content was perfect with the right amount of time spent on education and practical. I feel confident to carry out the new skills I've learned"
Amy Marshall - Course attendee

This course is a must for anyone who is serious about barbering and men's hairdressing.

Three years of experience is recommended for this course.

On this course you will learn:

- Demonstrations
- Shaping, line-ups + finishing
- Product knowledge
- Blending
- Shading
- Basic fade techniques
- Advanced fade techniques
- One-on-one practical cuts





SPECIALIST: THE SHAVE

The demand for male grooming has been steadily increasing over the last few years leading to a fantastic opportunity to grow salon profits by taking advantage of this expanding market. A wet shave can add an element of sophistication and luxury to your salon and offer your clients a new experience setting you apart from the competition.

It doesn't take long to learn the basics in traditional shaving, however it is important to ensure that you and your staff are trained sufficiently to maintain professional standards and have the confidence to deliver this specialist treatment. This course delivers just that.

Knowledge of Men's hairdressing not essential.

On this course you will learn:

- Demonstrations
- Traditional shaving methods with some modern influences
- Correct use of a shave razor
- Hot and cold towel treatments
- Aromatherapy treatments
- One-on-one practical shaves
- Wahl's zonal shave procedure
- Health and safety
- Skincare

"Carl put everyone at ease and got the most out of us.

Can't wait to try the 13 point shave method "

Jan Keating - Course attendee





SPECIALIST: THE ARTIST

The ability to create designs and patterns can really make your salon or barber shop stand out from the crowd. Patterns are popular once again and it makes good business sense to take advantage of this current trend and use it as an opportunity to increase profits. The ability to create a design, transfer that design to hair and make it look sharp and 3D is a fantastic skill to have and one that allows you to show off your creative flair.

This is one of the few clipper design courses available in the UK, it doesn't matter if you have never done a pattern before and want to learn the basics, or if you have been practicing for a while and want to develop and perfect your skill.

"Great course, full of useful tips and helped me push out of my comfort zone to develop my artist skills"

Emma McDade - Course attendee

Experience of design work is not required, however three years of general barbering/hairdressing experience is recommended for this course.

On this course you will learn:

- Demonstrations
- How to plan your design
- Laying out your design
- How/what tools to use
- How to create 2D & 3D designs
- Find your creative flair



ON THE ROAD: UP CLOSE & PERSONAL

These courses are available as 1 day workshops consisting of demonstration and practical, Or 1 day workshops consisting of demonstration only or a demonstration only evening seminar.

Simon and the team are also available for store visits, store openings and PR events.

For more information on any of the courses in this prospectus and to book visit:

www.wahlacademy.co.uk

email wahl.academy@wahl.co.uk

or call 01227 744323.

Have Simon Shaw and the Artistic Team in your Barber shop, salon or college to run the following Academy courses:

Solid Foundation Classic Men's Grooming | Creative Advanced Gents

Creative Advanced Ladies and Gents | Specialist: The Fade

Specialist: The Shave | Specialist: The Artist





INTRODUCING...



TRADITIONAL SHAVING RANGE

Since 1919, Wahl has been an integral part of the barber trade.
We proudly continue the grooming tradition for today's discerning Gentlemen.
The classically stylish range of 5 Star series traditional products have been
designed to provide a luxurious shaving experience.

AVAILABLE NOW
FROM YOUR LOCAL SUPPLIER



ACADEMY
COLLECTION

MOTION CLIPPER

CORDLESS BULK REMOVAL & TAPERING

90 MINUTE RUN TIME FROM
45 MINUTE CHARGE

DETACHABLE SCISSOR HANDLE ALLOWS
A MORE FLUID MOVEMENT

CUTTING LENGTH: 0.7-3MM

INCLUDES: SCISSOR HANDLE, 6
ATTACHMENT COMBS (#1-4, 6 & 8),
CHARGING STAND, BLADE OIL &
CLEANING BRUSH

Cordless Clipper

The Motion Clipper has been designed to make cutting hair a smoother and more comfortable experience. The latest in Lithium Ion battery technology means you can cut without the restriction of a cord but maintain the power required to create a quality cut.

The detachable scissor handle offers a comfortable support and allows the clipper to be angled in different ways for more fluid movement. It can be easily removed if you find you prefer to cut without it.

ACADEMY
COLLECTION

ACADEMY CHROMSTYLE



CORDLESS BULK REMOVAL & TAPERING

90 MINUTE RUN TIME FROM A
60 MINUTE CHARGE

VARIABLE TAPER FOR MULTIPLE
CUTTING LENGTHS

CUTTING LENGTH: 0.7-3MM

INCLUDES: 6 ATTACHMENT
COMBS (#1-4, 6 & 8),
CHARGING STAND, BLADE OIL
& CLEANING BRUSH

Cordless Clipper

Featuring Lithium Ion technology this clipper allows you to cut without the restriction of a cord, the lithium battery ensures that the clipper maintains power and therefore your cutting quality even when the charge runs low. If you do run out of charge you can simply plug in and use on the cord. The LED display lets you know when charge is running low. The Chromstyle delivers a 90 minute run time from a 60 minute charge.



This collection of innovative clippers, trimmers, styling tools and wet goods are perfected and creatively adapted to excel industry expectations, using the latest cutting-edge technology. The Wahl academy range is endorsed by Simon Shaw, Global Artistic Director for Wahl.



ACADEMY
COLLECTION

ACADEMY
CLIPPER

BULK REMOVAL
& TAPERING

POWERFUL V5000 MOTOR FOR
SUPERIOR CUTTING ABILITY

THUMB ADJUSTABLE LEVER
ALLOWING TAPER & TEXTURE

CUTTING LENGTH: 1-3.5MM

INCLUDES: ATTACHMENT COMB,
BLADE OIL & CLEANING BRUSH

Corded Clipper

This powerful clipper has a motor capable of dealing with regular day to day usage making it a suitable tool for barber shops and hair salons. The convenient thumb adjustable lever allows you to adjust the taper and texture smoothly without changing blades.

ACADEMY
COLLECTION

ACADEMY
MOTION NANO

CLOSE
TRIMMING

100 MINUTE RUN TIME FROM
120 MINUTE CHARGE

LIGHTWEIGHT &
COMFORTABLE TO USE

CUTTING LENGTH: 0.4MM

INCLUDES: 1 ADJUSTABLE
ATTACHMENT COMB, CHARGING
STAND, BLADE OIL &
CLEANING BRUSH

Cordless Trimmer

Partner to the Motion Clipper this super quiet and lightweight trimmer gives 100 minutes of operating time from a 120 minute charge. The slide switch has an integrated charge display which indicates when it is charging. The snap on/off blades are easy to remove for cleaning.

ACADEMY
COLLECTION

ACADEMY
TRIMMER

CLOSE
TRIMMING

60 MINUTE RUN TIME FROM
A SINGLE CHARGE

ERGONOMIC DESIGN
FOR COMFORT

CUTTING LENGTH: 0.4MM

INCLUDES: 4 ATTACHMENT
COMBS (#1-4), FLAT TOP COMB,
CHARGING STAND, BLADE OIL
& CLEANING BRUSH

Cordless Trimmer

This powerful trimmer with a chrome finish has been ergonomically designed to sit comfortably in the hand. It is lightweight and operates without a cord allowing for total freedom of movement. This tool is great for super close trimming and detail work.

ACADEMY COLLECTION WET GOODS



GUMMA

A fantastic product for extreme styles and perfect for styling long hair, gives long lasting hold which leaves a matt finish without stickiness.



KLAY

The matt finish and strong and long lasting hold makes this perfect for defining hair and is essential when trying to create structured or messy shapes.



GELE

A quick drying gel that provides long lasting, excellent styling results with luminous shine, flexible hold and a sleek finish.



FIBRE

Flexible hold for remoulding individual textured shapes. Perfect for fine hair. Fibre gives outstanding body and texture.



PUTTEE

A texturising shaper, for moulding, styling and manipulating the hair whilst adding shine and control.



The Wahl Academy range is available from your professional hairdressing wholesaler.
Contact our customer services on 01227 740066 for more information.



WWW.WAHLACADEMY.CO.UK

For further information, availability or to book please
contact the Wahl Academy

t: 01227 744323

e: wahl.academy@wahl.co.uk

Wahl (UK) Limited, Sterling House
Clipper Close, Ramsgate
Kent CT12 5GG