

**AMERICAN
CREW'S**
GUIDE TO
MEN'S
GROOMING



I AM



GET HIS LOOK WITH AMERICAN CREW Light Hold Styling Gel + Pomade
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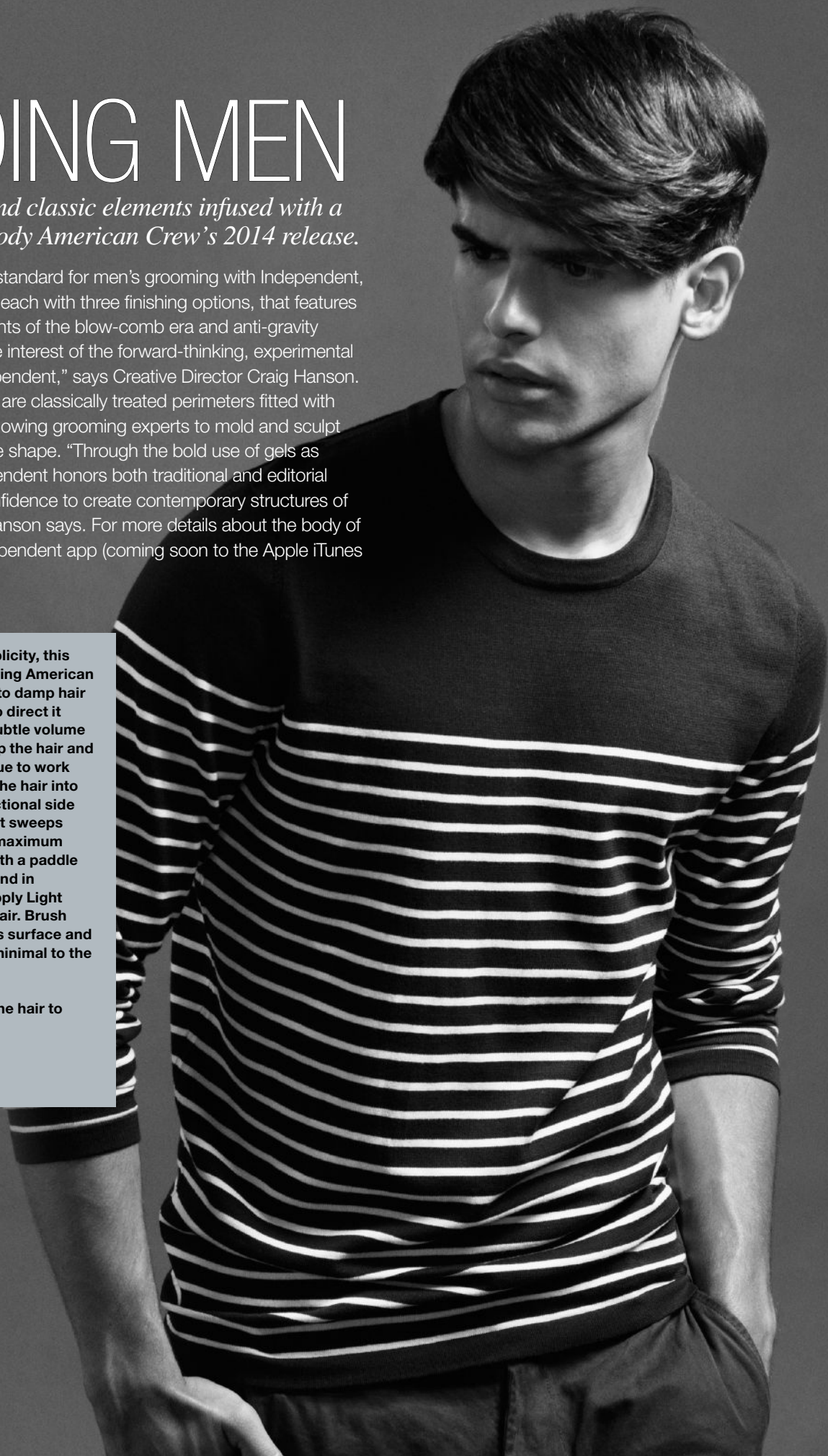
LEADING MEN

Impeccable style and classic elements infused with a modern touch embody American Crew's 2014 release.

American Crew sets the standard for men's grooming with Independent, a portfolio of three looks, each with three finishing options, that features vintage low-side parts, hints of the blow-comb era and anti-gravity notions. "These pique the interest of the forward-thinking, experimental groomer—he is the independent," says Creative Director Craig Hanson. Also key to the collection are classically treated perimeters fitted with disconnected interiors, allowing grooming experts to mold and sculpt new movement within the shape. "Through the bold use of gels as working products, Independent honors both traditional and editorial stylists, imparting the confidence to create contemporary structures of sophisticated design," Hanson says. For more details about the body of work, download the Independent app (coming soon to the Apple iTunes store and Google Play).

1 STYLE: A study in simplicity, this look is achieved by applying American Crew Firm Hold Styling Gel to damp hair before using a blow-dryer to direct it into shape. After creating subtle volume throughout the top, lifting up the hair and drying it at the base, continue to work around the head, directing the hair into the final shape—a low, directional side part on the minimal side that sweeps across the forehead to the maximum side. Next, brush the hair with a paddle brush, directing it forward and in opposite directions, then apply Light Hold Texture Lotion to dry hair. Brush the hair again, smoothing its surface and directing the hair from the minimal to the maximum side.

EDITORIAL TIP: Allow the hair to naturally "flick" at the ends.





2 STYLE: For this sculpted pompadour that's equal parts sophisticated and rebellious, work Firm Hold Styling Gel evenly into damp hair from the scalp to ends before blow-drying it against gravity with a paddle brush to create an inward bend. Use the blow-dryer to create volume in front, directing the hair against gravity while misting it with Grooming Spray to build the shape, and use the hands to smooth flyaways. After sculpting the shape with a comb, holding the hair up and toward the center to emphasize the inward roll, use a blow-dryer with nozzle attachment and the hands to lock in the style and secure the roll effect. To refine and enhance shine, finish by applying a bit of Pomade into the sides and back.

EDITORIAL TIP: Work to create a center seam down the top of the head, tucking the ends away for a polished finish.

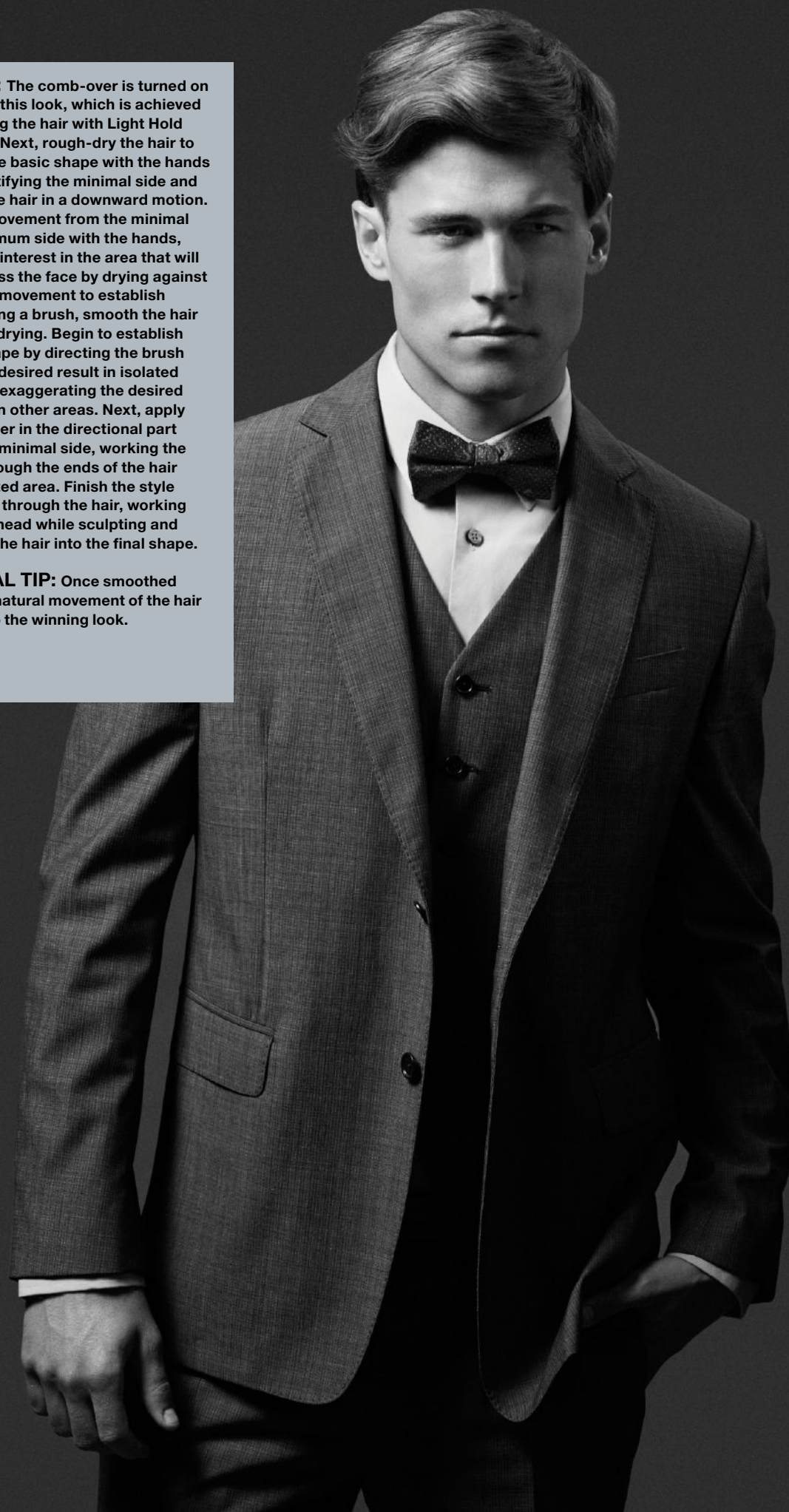
3 STYLE: To create this look showcasing bold gravity-defiance and touchable movement, apply Firm Hold Styling Gel liberally to damp hair, brushing it with a paddle brush to build the basic shape while directing the hair up and to the center. Blow-dry the hair from the scalp to ends, using the fingers to enhance natural movement. To finish, apply Fiber to dry hair sections, evenly distributing it through the sides and back to encourage natural movement and even out texture and shine.

EDITORIAL TIP: After you have finessed the interior, allow it to settle into a relaxed shape.



1 STYLE: The comb-over is turned on its ear in this look, which is achieved by saturating the hair with Light Hold Styling Gel. Next, rough-dry the hair to establish the basic shape with the hands before identifying the minimal side and directing the hair in a downward motion. Establish movement from the minimal to the maximum side with the hands, then create interest in the area that will swoop across the face by drying against the desired movement to establish volume. Using a brush, smooth the hair while blow-drying. Begin to establish the final shape by directing the brush against the desired result in isolated areas while exaggerating the desired movement in other areas. Next, apply Boost Powder in the directional part area on the minimal side, working the product through the ends of the hair in this isolated area. Finish the style by brushing through the hair, working around the head while sculpting and smoothing the hair into the final shape.

EDITORIAL TIP: Once smoothed out, let the natural movement of the hair guide you to the winning look.





2 **STYLE:** To achieve this relaxed and rugged nod to the '90s, emulsify Light Hold Styling Gel in the hands and distribute evenly throughout the hair before rough-drying and directing away from the scalp with the hands. Smooth and shape the hair with a brush, directing the heat from the scalp to ends. Concentrate on isolated areas, focusing on smoothing the hair ends, before structuring a solid silhouette by directing the crown and perimeter toward gravity, focusing the anti-gravity movement within the interior. Lightly mist Alternator on the hair from the scalp to ends, holding the hair straight out from the head and allowing the product to set before releasing the section. Use a brush and the fingers to create the final shape.

EDITORIAL TIP: Too much volume at the scalp area will result in a disproportionate shape.

3 **STYLE:** For this Gatsby-era meets a modern-day Oscar Wilde look, apply Light Hold Styling Gel liberally to the hair from the scalp to ends before using a paddle brush to distribute the product evenly throughout the hair while creating the primary shape. Using a blow-dryer with nozzle attachment and a wide-tooth comb, construct the foundation of the ultimate shape, focusing on creating the sweep from the minimal side to the maximum side. Next, create fullness at the front hairline by lifting the hair away from the scalp and applying heat to its base. Finish by applying Defining Paste to the top of the shape, using a brush to smooth the product through the hair and create the final shape.

EDITORIAL TIP: Generate fullness at the front and allow to settle in for a well-proportioned, finished look.



1 STYLE: Editorial craftsmanship comes to the forefront in this look achieved by applying Medium Hold Spray Gel to damp hair. "As you're saturating the hair, begin to construct the basic shape with your hands, getting a feel for what the hair wants to do," Hanson says. Use a blow-dryer with nozzle attachment and a brush to create interest within the shape, adding bend in strategic areas and lifting the hair while moving around the head and drying it in opposing directions to create interest in the final look. Next, apply Molding Clay to dry hair to create random separation before working it throughout the sides and back of the head, roughing up the texture with the hands. Finish by brushing the hair, creating smooth surfaces that juxtapose the textured elements.

EDITORIAL TIP: Know when to stop working the hair—perfection lies within the imperfection of the askew shape.





2STYLE: Disheveled dimension and clever proportions make a strong statement in this look, which is achieved by first saturating the hair with Medium Hold Spray Gel while establishing the basic shape, then rough-drying it using the fingers to achieve lift. Using a brush, direct the sides up and back while further smoothing the interior shape, before applying Pomade with the palms of the hands in larger areas and the fingers in isolated areas to create movement within the shape.

EDITORIAL TIP: Let the temple area speak for itself—don't force a controlled element but rather let the hair spring out, which will create a more interesting finish.

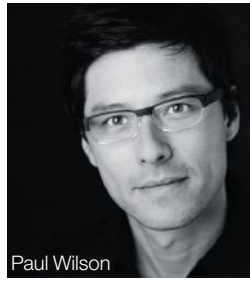
3STYLE: The über-groomed antics of the '50s meet the blow-comb era of the '70s in this modern editorial shape, which is achieved by rewetting the hair (see left) before applying Medium Hold Spray Gel over the existing Pomade. Using a wide-tooth comb, direct the hair from one side toward the front and down, then comb the hair back and over to the full side. Use a paddle brush and a blow-dryer with nozzle attachment to set in the shape, creating exaggerated fullness on the maximum side with the dryer heat to provide a proper base for the final shape. Once dry, use the paddle brush to sculpt the shape, which is low on the minimal side and swooped into volume on the maximum side with little attention paid to the directional part.

EDITORIAL TIP: Use the paddle brush to create blatant brush marks, which makes the finish more modern and interesting.



RETAIL REBOOT

American Crew International All-Star Artistic Director Paul Wilson shares his tricks of the trade for getting men to try and buy grooming products.



1 Create a separate, male-specific retail area: “The salon landscape is still new territory for a lot of men,” Wilson says. You won’t typically see them exploring the retail area, touching and smelling products. They rely solely on their stylists to educate and recommend the right regimen.”

2 Ask effective questions: Use the consultation as a fact-finding mission to reveal your male clients’ styling history and product preferences.

3 Talk shop at the backbar: You have a captive audience at the shampoo bowl so use the time wisely to tutor men on the importance of scalp care.

4 Keep all eyes on the finish: While cutting clients’ hair, discuss finishing options and the optimum products to get the desired look. “The right product is essential to recreating the style and showing the detail in the cut,” Wilson says.

Follicular Satisfaction

Let’s face it: Style starts and ends with the ideal cut—one that suits men’s lifestyles as well as their overall appearance. American Crew’s new Independent collection, seen earlier on the pages of this supplement, is proof-positive of that. “While some men will eagerly test the waters with a new style, others may need guidance when it comes to navigating the grooming experience,” says American Crew International All-Star Technical Director Theri DeJooode. Here, she shares her tips for helping male clients make the leap and try a new look from the Denver-based company’s new collection.

- Engage the client with the amazing imagery from the collection and pique their interest with the versatility of the cuts. “The Independent collection has the capability of multiple styling options with multiple products,” DeJooode says. Case in point: A man can use American Crew Medium Hold Spray Gel with a light application of Alternator and let the hair fall to gravity with light separation.

Alternatively, he can use Molding Clay to offer simple separation or Pomade for a tight and healthy gloss. “All of these finishing products can be applied over a gel base to offer more longevity and permanent hold,” DeJooode says.

- Chances are your clients are influenced by the past, whether they know it or not. Take the time to explain to them that the haircuts from the collection are an expression of a forward-thinker with vintage notions. The looks can nod to many decades: refined yet rebellious

antics of the 1950s with strong, tightly styled shapes; elements of the ’70s with concentrated brushed areas; and wide and separated textures combine the ’80s and ’90s. “All exist in one haircut,” DeJooode says.

- Knowledge is power when it comes to experimental grooming. “Explain the techniques you’ll be using, such as low-side partings and heavy tops combed over to a concentrated area strategically placed over a clearly disconnected perimeter, to shake up how the modern man is seen,” DeJooode says.

- Men are influenced by up to six women in their lives: wives, girlfriends, sisters, co-workers, friends. Help them boost their confidence level and prove to women they can actually do a great job styling their hair by teaching them how to apply products and use a blow-dryer.



GROOM ROOM

See guys through the coming year in style with these hair gear essentials from American Crew.

ALTERNATOR This non-tacky, flexible styling and finishing spray boasts innovative technology that goes the extra mile, supplying shine and all-day hold while making it possible to reshape hair looks.

FIRM HOLD STYLING GEL Enriched with vitamin B5 to help hair look thicker and shinier, Firm Hold Styling Gel’s alcohol-free formula supplies superior body and hold sans flaking.

LIGHT HOLD STYLING GEL Fortified with scalp-conditioning ginseng and sage, this alcohol- and flake-free formula pumps up body and shine while supplying light control and thickness.

MEDIUM HOLD STYLING GEL Excellent for blow-drying all hair lengths, aloe-enriched and non-drying Medium Hold Styling Gel delivers flexible hold.

POWER CLEANSER STYLE REMOVER This daily shampoo with menthol, rosemary and thyme extracts gently yet thoroughly cleanses the hair, removing excess styling product buildup.

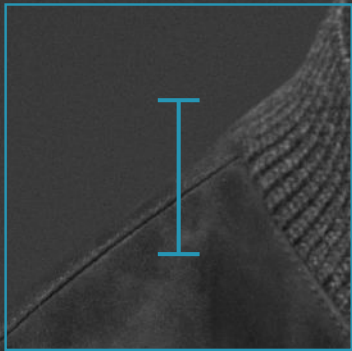
DEFINING PASTE Ideal for enhancing texture and definition on various hair lengths, Defining Paste is enriched with beeswax to deliver pliable hold.

FIBER Beyond supplying a strong, flexible hold and matte finish, Fiber enhances texture and thickness.

MOLDING CLAY Formulated with natural extracts, beeswax and bentonite, Molding Clay lets you manipulate hair to complement the cut while maintaining touchable texture.

POMADE Ideal for medium, flexible hold, smooth control and high shine, this versatile, water-based formula rinses clean and works well for slicked-back, textured or curled styles.





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