



Men Matters



So what do Men want? Here are six thoughts

Just a thought: Did Cavemen use hair gel to harden their prehistoric locks? Did men in Ireland use a gel substance to support their fierce “do”? What about our own Native American Indians with their amazing styles, braids, and chain of command head dresses? What’s more, did one of their buddies, have carefully manicured fingernails? I say yes, and thankfully, some things never change.

I. The Basics



While we women will faithfully shampoo, rinse, repeat, condition, masques and more, men are more “wash and go” type personalities. **Keeping it**

For me, a man that cares about his appearance, cares about himself and others. It’s a sign of self respect and balance in his life. Good Grooming is not color-blind. Any man, who is well groomed, impresses the masses.

Today, guys are styling, grooming, preening, and polishing with professional men’s product lines, worldwide to the tune of \$16 billion a year. Modern men’s products have come a long way since Man concocted and applied his hair-holding goo.

We feel that a dedicated Men’s Line such as American Crew, professional product for men, gives men what they want in hair care. There are exceptions to the rule, of course, but for those men that do not use whatever their better (other) half picks up for the shower, a dedicated men’s line focuses on a man’s hair care needs.

simple is the name of the game.

Shampoo, conditioner, and a styling product, are a man’s best friends. (Not the Dog)

In this issue:

Men Matters	1
The Basics	1
Short Story	2
The Right Hold	2
Body	2
Shopping	3
Silver Shoppers	3

Hot Tips

- **Newsletter special Only:** Receive a \$7.00 Gift Certificate ,with Your Hair Cut.
- “The trend for men in grooming is **simple, clean and natural**”
- Use **American Crew’s** Grey shampoo and Grey conditioner line to keep those silver strands, silver.

2.A Short Story

When it comes to hair and skin care, give guys the *Notes* and save the long, drawn out versions for the ladies.

Keep it simple. American Crew professional product for men says it all.

This approach was behind the new Tea Tree collection from **AMERICAN CREW**. According to JIM FOGG, senior vice-president of marketing, the line (Shampoo, Conditioner, Defining Paste, Pomade,

Body Wash and Body Lotion) appeals because it works for all men, regardless of skin and scalp type.

This eliminates the need for elaborate hair-type analyses and application instructions.

3.The Right Hold



We mean the quality of finish of a man's style.

The most popular hold is one that's weight less, grease less, and flake-free.

ROSANNE FERNANDEZ, John

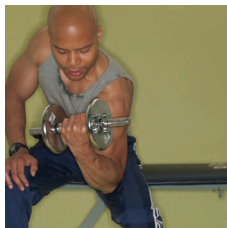
Paul Mitchell Systems marketing manager for the Tea Tree line says, "The trend for men in grooming is **simple, clean and natural**.

Men are now seeking products that provide a hold, but they are not looking for crunchy, gooey, stiff styling products to achieve their looks. They

are looking for the exact opposite."

John Paul Mitchell Systems delivers with its Tea Tree Styling Gel, which offers a special combination of flexible, thickening and body building styling ingredients.

4. Body



Also, at the top of the list of is the issue of thin hair strands.

Thinning hair concern men, the way spreading hips concern us ladies.

More and more men are opting for the clean-shaven strategy, but it helps to have a great head shape and a fit physique to pull off an exposed scalp. If you are one of these men, don't laugh, **Keep it simple**, we suggest you still use a shampoo and conditioner to keep

your skin healthy and protected from our environmental pollutants in the air. Nothing looks worse than a flaky bald head.

If a man prefers the hairs he's got, he is usually open to new ways to bulk up. Many manufacturers have obliged, with volume-boosters like **John Paul Mitchell Systems** Lemon Sage Thickening Shampoo and Conditioner, and Thick Blast Spray from Matrix Men.

Preventive products, which are purporting to stem hair loss—such as the

eight Thinning Hair Systems from NIOXIN, are also selling briskly in our salon.

NIOXIN is a line that has dedicated themselves to the task of keeping the hair, scalp, and body follicles as clean as they can possibly be. If the follicle is clean, and healthy, the hair will grow.

NIOXIN is for men and women both. I use it myself, and have loved the system for nearly 15 years now.

5. Shopping



For men, size matters, (surprise, surprise), and the bigger the better!

Men are loyal—once they pledge their allegiance to a product, they stick with it. So, they figure, why not buy the economy size? We sell as many

large sizes as small.

My guess is, men perceive it as a waste of time and money to have to keep running out and buying more products. Men traditionally are not the shopping kind. This is another reason why a dedicated men's line appeals to our male (and ladies shopping for their man) populations so well.

No guess work, no fruity or flowery smell, **simple to choose just what you need.**

6. Silver Shoppers



Finally, there's the issue of those silver strands.

While some men and women feel that a bit of salt in the pepper gives them a measure of authority, others are in stiff competition with the younger

cats in the pride and prefer to downplay their maturity.

If you're thinking of grey elimination, your best bets are for grey coverage "quickies" like a semipermanent stain, Redken's Shades E. Q. --a ten-twenty minute service that lets the stylist controls the transformation and helps our clients avoid those embarrassing, 'Hey, did you do something to your hair?' questions at the water cooler.

For our clients that like the silver strands, you may want to alternate with **American Crew's** Grey shampoo and Grey conditioner line. This type of product is to keep those silver strands, silver. Some find the hair brassy or dull looking from time to

time. Alternating your shampoo with the grey line, or using the grey line exclusively, will take care of that issue with the **greatest of ease.**

When Early Man began primping with swamp muck for the Rite of Manhood Dance, he probably had no idea where his grooming savvy would lead. Today, products and services designed just for men offer a whole host of new opportunities for men to look and feel their best at every turn and twist that life may throw at them.

One final thought: If you have questions or concerns with your current hair style, or hair care products, **Come see us. Hair care is our business.** Your unique look starts with a hair cut that will fit your life style. **Make our Salon, your Salon.**

We focus on the latest cut, styles, and grooming products to carry our clients from the "Salon Experience" into the "real world" styling at home. What good is a "great hair" day in the salon, and then 2-3 weeks of "bad hair" days until you see your stylist again?

When you look good, so do we.

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Larry's Hair Designers is a full service family salon, located in the Festival at Old Bridge Shopping Center in Woodbridge, VA.

We've been serving the Woodbridge community since March 27th, 1990. We've got the best stylists in town!

"We cut, shape, and design to the desires of the individual. Customer satisfaction is our goal. When our customers look good, so do we. Every client is our walking advertisement."

...Larry Housden, Owner and Master Barber



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Tawnya and Valorie

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(a shampoo is always included with your Cut \$21, blow-dry is extra, \$36)

with the newsletter coupon only, no double discounts, with selected stylists Anna, Fay, Jeannetta, Tawnya and Valorie, only.

