

## THE MONTHLY MAN-U-AL

Hair

Issue 1, Jan 2014

### WHAT IS A MAN-U-AL?

At the end of each month we will be posting a new Man-U-al with tips and tricks on all things manly.

Whether you're looking for a new 'do', deciding if you should grow a beard, want to know how to buy a suit, are interested in women, cars, alcohol, self-defence and/or men's health...keep posted!

We have a really exciting line-up of Man-u-al's with up to date information which is relevant for the Kiwi male.

All of our information is sourced from reputable websites and books and our own extensive knowledge.

So sit back, relax, and savor all that is The Monthly Man-U-al.

Made for your information by the guys at Barbers and Merchants.

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The B&M Shop.

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- Hair Styles for 2014
- The Down-Low on Shampoo and Conditioner
- Hair Product Tips
- Styling Tips

# HAIR STYLES FOR 2014

Hair styles for men generally don't move very fast so chances are you won't need to change your style immediately to keep up with the trend. However, if it has been a while since you changed your style, you're not sold on your current one, or you like to keep up with the latest styles, read on to find out how you can achieve the top 5 styles for 2014.

## The Slicked Back

The Slicked Back hair style can be achieved with a long-on-top (quiff), short back and sides haircut or an undercut. To style with an undercut, comb the quiff back on a diagonal or across. Without an undercut give yourself a deep side part and comb over rest of hair in opposite direction. Optional: use a hair dryer to encourage the new direction of your hair. Slick down the quiff with a dab of product and finish by running through with a comb.

Recommended product: Uppercut Pomade

## The Soft Slick

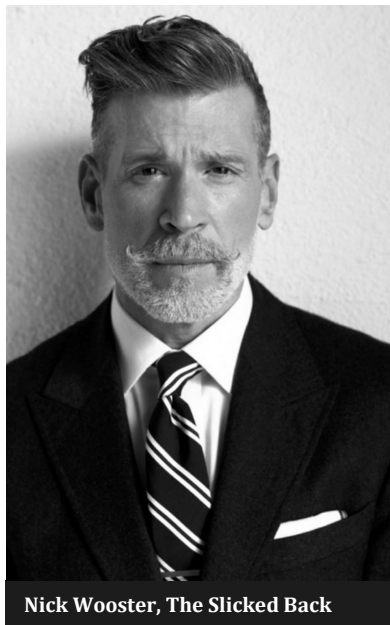
The Soft Slick style utilises the same cut as the Slicked Back but is not as formal. To achieve this look manipulate hair the same as above but comb through product with fingers and scrunch for a more tousled look.

Recommended product: American Crew Fiber

## The Undercut Fade

The Undercut Fade is really more about the haircut than the styling product. It is achieved with two inches of the hair from ear-to-ear following the hair line shaved very short then faded from there leaving length on the top to be styled. This cut is very versatile and looks good slicked, messy or spiked.

Recommended products: Uppercut Pomade or  
American Crew Pomade or  
American Crew Fiber



Nick Wooster, The Slicked Back

## STYLING PRODUCT TIPS

1. Less is more! Apply the least amount of styling product possible as too much can make hair heavy and oily causing the style to fall flat.
2. Go for product that washes out easily and are water-soluble. If it leaves a residue it will be more difficult to wash out. If you can't live without this sort of product you will need to invest in a really good shampoo.
3. If you want your hair to stay spiked up all day you need to use a product with a high hold. Use a product with the relevant hold factor to support your style.



Adam Levine, The Soft Slick

## THE DOWN-LOW ON SHAMPOO AND CONDITIONER

Men's hair needs shampooing just as much as women's hair, if not more so due to the nature of the styling products men use regularly.

A good shampoo is essential to remove styling product build-up and other environmental factors which build up in your hair. We recommend using a salon brand of shampoo.

These brands are generally more expensive than supermarket and pharmacy brands. One reason for this is they are more concentrated which means you won't have to use as much and the bottle will last longer.

Salon brands also cater to your hair type whether you have normal, dry, oily, sensitive, grey, or lacking in the volume department, the list goes on!

The natural partner to shampoo is, of course, conditioner. Most guys dismiss conditioner entirely. Don't! Conditioner's role is to replace your scalp's natural oils which are removed with styling product and shampoo. Conditioner helps to tame flyaway and frizzy hair.

You may also find that leaving conditioner out of your regular grooming repertoire could lead to an itchy or flaky scalp. So avoid or rectify this problem with the complimenting conditioner for your favourite salon shampoo!



American Crew Hair and Body Range

## HAIR STYLES FOR 2014 CONT.

### The Long Crew Cut

The Long Crew Cut is a military inspired style cut which sports longer hair on top than is typical. The sides are undercut with sharp angles. This is another versatile style which looks great slicked, messy or spiked. The square shape of this style emphasizes or creates the illusion of a masculine jawline.

Recommended product: Uppercut Pomade or American Crew Pomade or American Crew Fiber



## BEST ADVICE

Our number one advice for a really good hairstyle is to get a really good haircut from a barber. A good barber will know how to cut male specific classic and modern hairstyles. Of course, the best barbershop to visit in Auckland is Barbers and Merchants!

If you're not sure which product will work best for you, ask us!

## STYLE TIPS

- Hair should be cut every 4-6 weeks. If you wait any longer it will lose its shape and will be less cooperative with you.
- The trick with curly hair is to use a product which will support your natural curl while keeping frizz at bay. One such product is American Crew Control Cream which has a natural shine and medium hold to keep your curls looking handsome.
- Any guy up to 30 can have a hairstyle, after that he should have settled into a classic style tailored to him.

## FEATURED PRODUCTS:



American Crew



Uppercut Comb



Uppercut Pomade

## ASK US QUESTIONS!

We will be doing a 'Q&A' Man-U-al in later months with Q&A's submitted by you guys!

Please send through any relevant questions to our email and they may just be featured!

Please use 'Man-U-al Q&A' as the subject title.

Thanks for reading ☺

Mention the Man-U-al in our shop and receive a free Uppercut Comb!!

**B&M**

Sources:

[http://img0101.popscreencdn.com/157997764\\_american-crew-moisturizing-shampoo-conditioner-2-sets-15.jpg](http://img0101.popscreencdn.com/157997764_american-crew-moisturizing-shampoo-conditioner-2-sets-15.jpg)

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