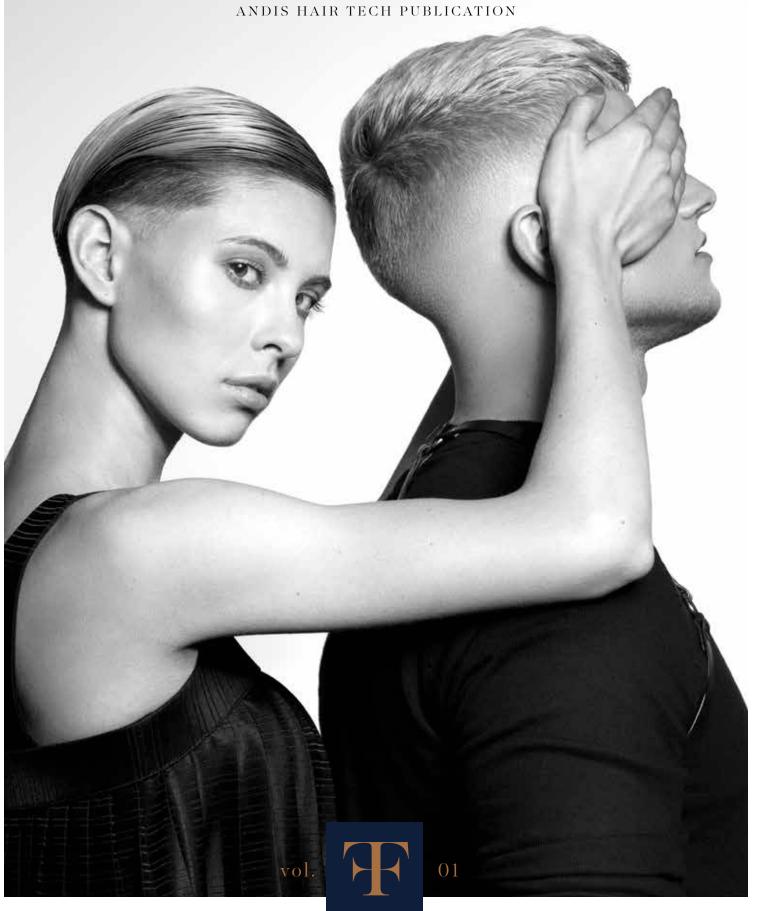
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ANDIS HAIR TECH PUBLICATION

volume one

PRESENTING

The Fluid Collection

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66

Inspiration flows effortlessly,
delicately balancing light and dark
Transcending time and space,
rushing in with a roar
A new creation, born of desire
and forged from knowledge



styles

HIGH FADE CROP LOW TAPER FADE

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education

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HIGH FADE CROP

For those clients with a strong jawline, creating a high and tight fade will enhance this feature. Pair it with an effortless crop on top to embrace natural hair texture for contrast.

Lightly spritz hair for ease of sectioning.



Section off the parietal ridge to ensure a balanced shape.



Repeat sectioning on the opposite side.



TOOL USED

Andis* Supra ZR* II detachable blade clipper with CeramicEdge* size IA blade on high speed.

Start the cut on your dominant side to create a guide.

Cut vertically up the side of the head as if you're cutting against a straight wall. Do not follow the natural shape of the head; this will disrupt the shape.





Move your client's ears out of the way to make sure you remove the bulk of the hair on your first pass.



Use your other hand to stabilize your client's head while cutting.



HIGH FADE CROI

Transition to clipper-over-comb as you start to work your way into longer hair.



Tilt your client's head forward to hold skin taught for a cleaner cut.



To maintain the shape, make sure you do not cut past the occipital bone.



Turn your clipper around to cut against the grain for difficult growth patterns.



Continue to follow your guide to the opposite side.



Be sure to tilt the head upright once again.



Refine the blend using the clipper-over-comb technique.



Use the CeramicEdge size 0A blade to tighten the taper and refine any additional blends.



Continue around the shape.



Use quick, short c-stroke motions to clean up around the perimeter.



Continue to refine the cut and blend the transition area from top to bottom with clipper-overcomb as needed.



TOOL USED

Andis Slimline® Pro Li trimmer.

Create movement throughout the shape by using the Andis Slimline Pro Li trimmer to point-cut.



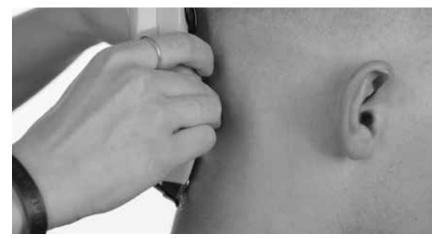
TOOL USED

Andis Cordless T-Outliner® trimmer.

Finish the cut using the Andis Cordless T-Outliner trimmer to blend from the skin to the hair.



Remember to cut against the grain for difficult growth patterns.



Be sure to clean up any additional hair around the perimeter.



Finish this look with Limited

Edition Andis x Uppercut

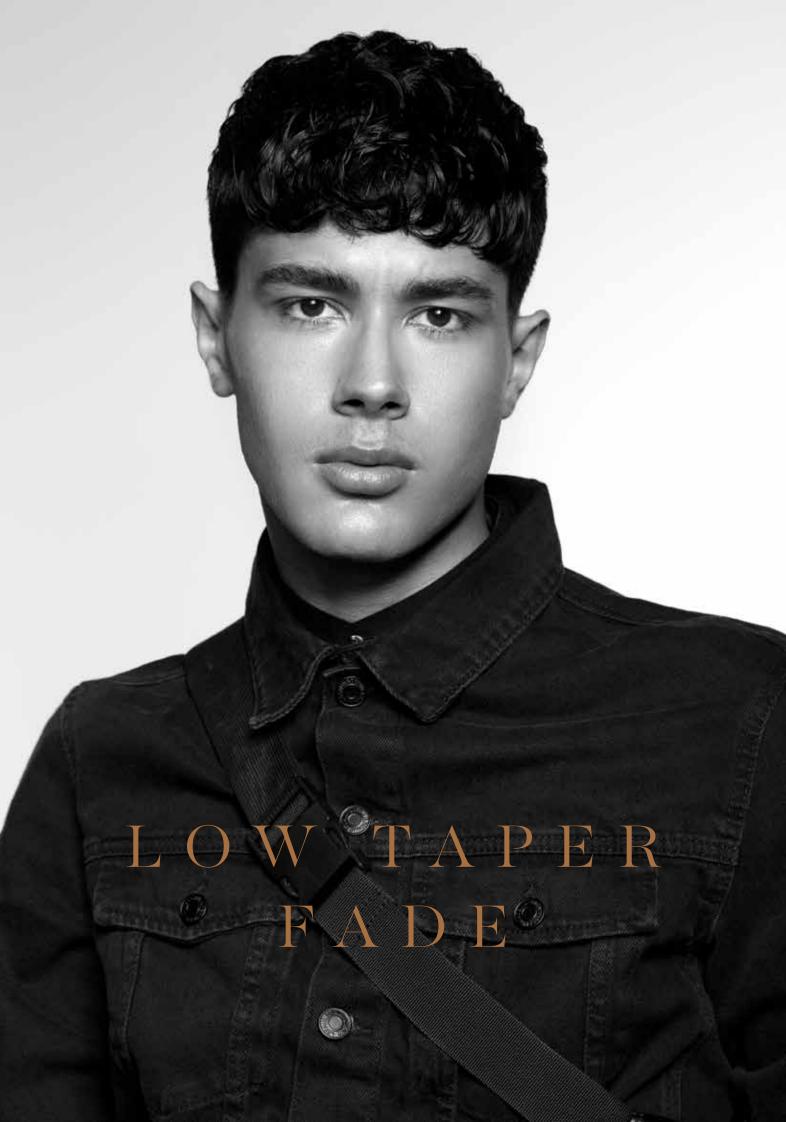
Deluxe Pomade to bring out the texture for an effortless look.











LOW TAPER FADE

Your clients may ask for just a haircut, but to keep them coming back you want to provide them with the right look for their facial structure. Exaggerated features need a cut that will complement and balance them out. This low taper fade keeps a longer length on the sides and top, allowing for the natural wave of coarse hair. Vertically connecting the transition area through the parietal ridge ensures a lean shape.

Lightly spritz hair for ease of sectioning.



Section off the parietal ridge to ensure a balanced shape.



Repeat sectioning on the opposite side.



TOOL USED

Andis Supra ZR II detachable blade clipper with CeramicEdge size lA blade on high speed.

Start the cut on your dominant side – create a guide.

Tilt the head forward and create a low taper through the perimeter of the shape.





Taper the hair lower while removing length and bulk.



Continue the panel using clipper-over-comb technique.



LOW TAPER FADE

Work in slow, methodical sections to ensure an even cut.



Refine each panel prior to moving to the next.



Continue cutting, following your guide.



Be mindful to accommodate the hair growth pattern - use your comb to gently push the ear out of the way as needed.



Continue cutting on the opposite side.



TOOL USED

Andis Slimline Pro Li
trimmer.

Use the Andis Slimline Pro Li trimmer to point-cut.



This technique creates movement in the hair.



Use just the corner of the T-blade to clean up over the ears.



Refine around the shape.



Remember to pull the skin taught to ensure a refined blend.



Continue trimming on the opposite side.



Work around the ear to trim any stray hair.



Finish this look with Limited
Edition Andis x Uppercut
Deluxe Pomade to bring out
the texture.











Shorter hair on clients with a petite frame can be beautifully classic while still showing off an outer strength. This mid-fade undercut delivers not only a sleek look that accentuates fine features, but also fierce face framing with loads of texture and movement achieved with slightly different styling.

Lightly spritz hair for ease of sectioning.



Section off the parietal ridge to ensure a balanced shape.



TOOL USED

Andis Supra ZR II with CeramicEdge size 1 blade on high speed.

Start the cut on your dominant side – create a guide.



Cut to the top of the ear.



Tilt the head forward.



Taper the hair lower while removing length and bulk.



Refine your blend by tilting the head forward and using the c-stroke technique.



Refine each panel prior to moving to the next.



Repeat on the opposite side.



Pull the ear down to connect the front to the back using your guide. Make sure to comb hair after each cut to refine.



Part hair down the middle to ensure a symmetrical balance and pull hair taught to connect the transition vertically.



Create pie-shaped 90-degree sections throughout the crown.



Point-cut to create movement in the hair.



TOOL USED

Andis Slimline Pro Li trimmer.

Use the Andis Slimline Pro Li trimmer to blend from skin to hair for a seamless transition.



Clean up any additional stray hairs.



MID-FADE UNDERCUT

Using a quick c-stroke motion, or fanning technique, helps eliminate a line of demarcation.



Always use one hand to stabilize the head while cutting.



Finish this look with Limited

Edition Andis x Uppercut

Deluxe Pomade to bring out the texture for an effortless look or to go smooth and sleek.











Hayley is also a hairstylist, so I wanted to give her something that was fun and versatile. This multidimensional look can be worn forward for an effortless style, or sleek and polished with a touch of pomade.









A fade usually requires frequent maintenance, but this high fade was specifically cut in such a way as to increase longevity of the overall style. The hairline was left natural to accommodate future outgrowth while the perimeter was tapered down to the skin – this helps to maximize your client's cut if they aren't able to regularly come in.

TOOL USED

Andis Master® Cordless Li clipper.

Start the cut on your dominant side – create a guide.



Continue around the perimeter of the head, creating a low taper.



Tilt the head forward and taper the hair lower while removing length and bulk.



Continue the low taper while following your guide.



TOOL USED

Andis Supra ZR II clipper with CeramicEdge size 0A blade on high speed.

Start on your dominant side again and blend your previously cut section up to the temple. Always use one hand to stabilize the head while cutting.

Continue cutting, following your guide around the side of the head.





Cut vertically without rounding the shape of the head. Apply pressure to ensure an even cut.



IIGH FADE

Follow your guide around to the opposite side.



Switch to the Andis CeramicEdge size 1 blade and repeat the fade process higher up to the parietal ridge. Tilt the head forward to assist in blending from lengths 0A to 1.



Continue around to the opposite side of the head, using the c-stroke motion to blend.



Switch to the CeramicEdge size 000 blade to connect through the parietal ridge using the clipper-over-comb technique.



Work slowly and methodically to blend into the longer length.



Continue to follow your guide throughout the shape.



TOOL USED

Andis Slimline Pro Li trimmer.

Use the Andis Slimline Pro Li trimmer to blend from the skin to taper.



Clean up any additional stray hair.



HIGH FADE

TOOL USED

Andis ProFoil® Lithium Plus
Shaver.

Use the Andis ProFoil Lithium
Plus Shaver for a smooth finish.



Pull skin taught to ensure an even cut.



Skim the ProFoil Plus over the top of the head to clean up any fly-aways and finish this look with a light styling cream.







Since Trey is creative, artistic and a model, I wanted his hair short so as to not distract from his facial features. This cut does just that while also delivering visual interest.



FEATURED TOOLS

MASTER CORDLESS

LITHIUM-ION CLIPPER

and services

#12470

CLASSIC PRECISION, MODERN PERFORMANCE

Create flawless fades and clean tapers with the new cordless version of the Master, renowned for its cutting precision. Featuring a carbon-steel blade that adjusts from size 000 to 1, we gave this tool the look and feel of the iconic Master, but with state-of-the-art technology.

POWERED TO PERFORM

The Master Cordless cuts though all hair types—wet or dry—with power to spare due to a high-performance rotary motor. Andis' Constant Speed Technology ensures that it delivers continual, high-speed blade performance (7,200 SPM) without dragging or stalling.

CORDLESS CONVENIENCE

Achieve optimal control and comfort during cutting from the new cordless design—same balance and feel as the traditional Master, but with less weight. Attain 90 minutes of run time without slowing down thanks to a powerful, lithium-ion battery. Includes cord/cordless flexibility to deliver reliable power behind the chair.

Visit andis.com for more information.

Precision blade adjusts from size 000 to 1

Iconic styling for fans of the original Master

Constant Speed Technology means no dragging or stalling

Weighs less than the corded Master

Unbreakable aluminum housing



FEATURED TOOLS

SUPRA ZR II

DETACHABLE BLADE CLIPPER # 7 9 0 0 5

T-OUTLINER Li

TRIMMER # 7 4 0 0 0

SLIMLINE PRO Li

TRIMMER
3 2 4 0 0 , # 3 2 4 7 5 (black)







Our most powerful cordless detachable blade clipper with removable battery pack. Battery run time provides up to 3 hours of cutting with a 2-hour charge. Five speeds: adjustable from 1,800 to 3,800 SPM and cuts any hair type—wet or dry.

Cord/cordless operation with lithium-ion battery delivers over 100 minutes of run time. Extremely powerful rotary motor provides blade speeds over 7,200 SPM. Constant Speed Technology offers ultimate blade performance on all hair types. Includes premium upright charging stand.

Balanced, ergonomic trimmer for light-duty touch-ups and trimming necklines. Sleek and lightweight with cord/cordless design for greater flexibility. Lithium-ion battery delivers up to 2 hours of run time with a 2 1/2 hour charge.

PROFOIL LITHIUM PLUS TITANIUM FOIL SHAVER # 17 2 0 0

CERAMICEDGE BLADES









000 (1/50", 0.5mm) #6 4 4 8 0 size 0A (3/64", 1.2mm) #6 4 4 7 0 size 1 (3/32", 2.4mm) #6 4 4 6 5

For clippers that get a workout all day long, consider Andis CeramicEdge blades. Our advanced formula ceramic cutter stays up to 75% cooler than steel and provides increased dusrability and a long-lasting edge. Fits all Andis detachable blade clippers in these series: AG, AGC, BDC, BG, DBLC, FHC, MBG, SMC.

LIMITED EDITION ANDIS x UPPERCUT DELUXE

POMADE # 1 2 2 8 5



an ultra-close smooth shave. The lithium-ion battery provides 80 minutes of run time on a single charge. Soft-grip accents provide secure handling. Cord/cordless operation guarantees continuous

The staggered hypo-allergenic foil heads are perfect for finishing fades and removing stubble for

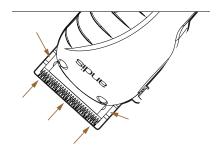
power if your charge gets low. Includes premium charging stand. This 3.5 oz tin features artwork by Eric Dressen, renowned tattoo artist & skateboarder. The firm hold, water-based deluxe pomade delivers all-day control and shine without the stiffness.

MAINTAINING YOUR TOOLS

Take care of your tools and they will take care of you. A common mistake made by professionals new to clipper cutting is to neglect tool maintenance. Improper maintenance can lead to dull blades, sluggish performance and ultimately a shutdown of the tool itself. Beyond poor performance, there are also potential health risks if tools are not disinfected properly. Follow the Andis three-step process to ensure a healthy maintenance system for your tools and blades:

TOOL MAINTENANCE

- 1. With the tool off, clean out hair and loose debris with a blade brush.
- 2. Turn the tool on and use Andis Cool Care Plus® spray to disinfect the blade. Turn off the tool and wipe away any residue.
- 3. Turn the tool back on and apply 5 drops of Andis Blade Oil to the blade: Slightly tilt the clipper or trimmer to the side and place 3 drops across the teeth and 1 drop at each inside rear corner of the blade. Let any excess oil run off onto a towel underneath. Turn the tool on for approximately 10 seconds to disperse the oil throughout the blade set, then turn it off and wipe off any remaining oil.
 - *Note: In between clients or during longer cuts, use Andis Cool Care to disinfect, cool off the blades and lightly lubricate them.



BLADE DISINFECTION

- I. To disinfect either fixed or detachable clipper blades, first follow the basic cleaning steps under TOOL MAINTENANCE.
- 2. Next, tilt the tool to the side and spray the blade surfaces with Andis Cool Care Plus until the entire blade is wet. Let sit for 10 minutes.
- 3. Wipe off any remaining residue.



PRO TIP

If you continue to notice a decrease in performance after cleaning and oiling, it may be time to replace your blade.



COOL CARE PLUS

#12750

Andis Cool Care Plus spray is a 5-in-one coolant, lubricant, cleaner, rust preventative and disinfectant (virucide, fungicide, bactericide and tuberculocide) with a country-fresh scent. Do all of this in one step without removing the blade from the clipper.



CLIPPER OIL

#12501

Use Andis clipper oil to lubricate and clean blades. Brush hair from the blades, add 5 drops and wipe away excess oil with clean cloth. Hang or store your Andis clipper with the blades down to prevent excess oil from entering the clipper body.



BLADE BRUSH

 $\#\;1\;2\;4\;1\;5$

The blade brush is a convenient way to keep clipper and trimmer blades clean in between use. The broad bristle design ensures a clean blade in just a few strokes.

MASTER BARBER SCHOOL

MASTER YOUR CRAFT

Discover the essential tools and resources needed to advance your career with the Andis Master Barber School. From new ideas and inspiration to tips from the pros, check out master-barberschool.com and master your craft.

LEARN

View video tutorials on styles for men, women and youth. See how to create designs with trimmers. Understand how to take care of your tools to get the best return on your investment. Stay ahead of the game with tricks of the trade and understanding how to select the right tool for the right job.









master-barberschool.com

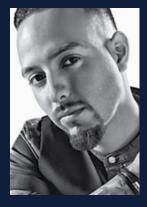
contact

EDUCATION DEPARTMENT

education@andis.com

CONNECT

Learn all about new product releases, new trends and techniques in the industry right from the experts! Check out when and where you can meet our internationally recognized educators in person — at barber battles, beauty shows and other industry events. Follow them online to see more of their work with Andis.



John Delgado



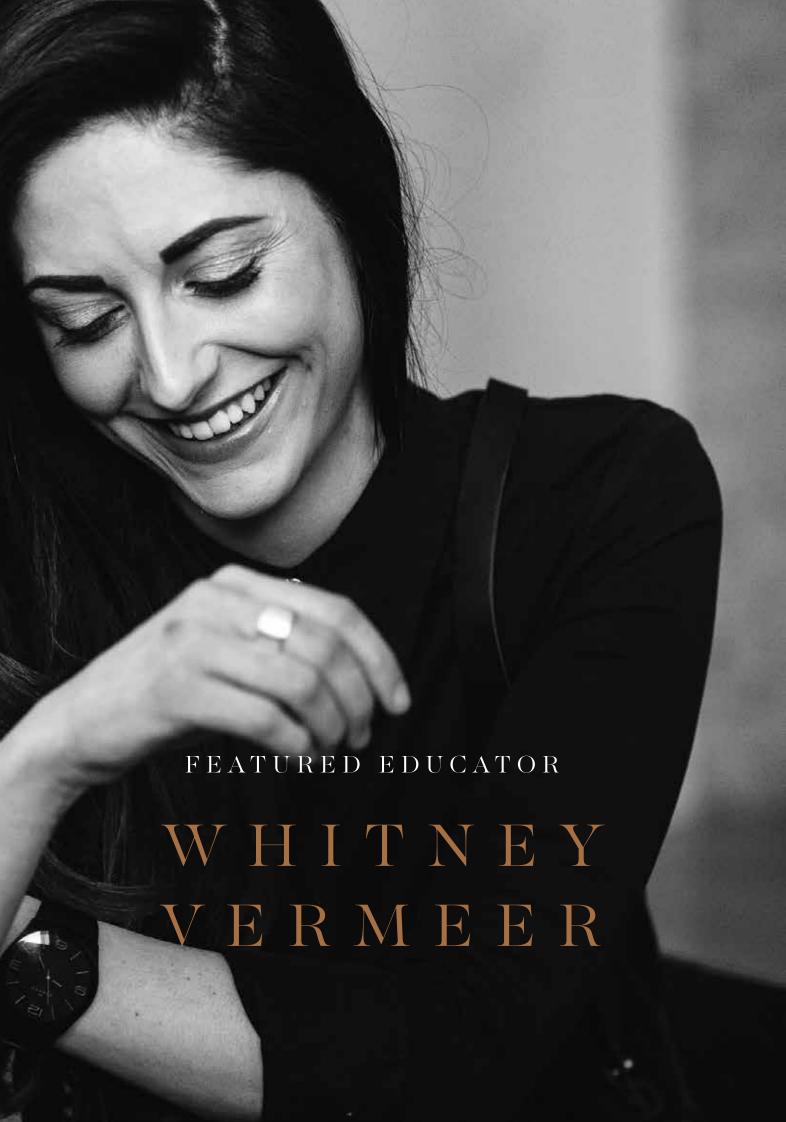
Kenny Duncar



Baldy

GROW

Andis offers focused, on-site technical presentations taught by the industry's top instructors. Students and professionals alike will be given the skills and confidence in their clipper cutting and techniques to further their career. Our educational modules are ideal for fast-paced work schedules and are designed to be versatile to meet the needs of your organization. Modules can be taken one at a time, combined, or taken all together depending on your needs.





Whitney VerMeer is an award-winning and globally published artist celebrated for her craft of conceptual and architecturally inspired hair designs.

Her multi-dimensional expertise - a background in cosmetology combined with training in traditional men's grooming techniques - bridges industry fields, inspiring and educating stylists and barbers alike. She has designed advanced barbering curriculum for Andis Company, L'Oréal and Mizutani Scissors and her work has been featured in magazines such as Man, Barber Evo and

Known for her avant-garde editorial work, Whitney is the Global Creative Lead for Andis Company where she conceptualizes and executes visuals to move the clipper industry forward. She has won titles for prestigious industry awards such as NAHA Men's Hairstylist of the Year, BTC #OneShot Men's Shot of the Year and AIA Men's Hairstylist of the Year. She continues to advance the art of clipper cutting through her current platform and works to promote equality in the industry.

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