



# Live Your Art

LEARNING SERIES

*MEN'S Grooming*

## REALISM:

*Technical Cutting & The Business of Men's Grooming*

- Proper use of the razor for cutting, texturizing and shaping
- Wet vs. dry cutting and detail finishing
- Classic barbering techniques
- Precision shear & clipper cutting
- Styling & finishing techniques
- Trend forecasting
- Industry-Innovative marketing approaches and business building practices

ARTIST: Dana Caschetta

*As artists, devoting time for inspiration is essential. Go on a journey to ignite your passion for conceptual and artistic design. **Be empowered to think different as you explore your art.***



### DANA HOWARD

NATIONAL TRAINER

22 year hair care veteran, Dana Howard has been working with Eufora since 2012. He is the owner of a Salon Today Top 200 salon and travels the country sharing his knowledge through technical education.

Dana is an expert in scissor technique and exquisite razor work, always employing a hands-on approach to his classes. His energy, proficiency, and eye for trends makes him an incredible educator.



**When:**

**Where:**

**Investment:**

**Bring:**

**Register:**