



Live Your Art

SERIES

MEN'S GROOMING REALISIM | *Technical Grooming & the Business of Men's Grooming*

Discover what today's man is looking for in their professional grooming services... it's more than just a haircut! You'll learn a trend haircut utilizing core barbering skills as well as the Eufora proven system to attract and retain a male clientele. Leave with the skills and confidence to design customized looks for the men in your chair, and the business building strategies that will keep them coming back!



ARTIST OUTCOMES:

- PROPER USE OF THE RAZOR FOR CUTTING, TEXTURIZING AND SHAPING
- WET VS. DRY CUTTING AND DETAIL FINISHING
- CLASSIC BARBERING TECHNIQUES AND CLIPPER CUTTING
- PRECISION SHEAR CUTTING
- STYLING & FINISHING TECHNIQUES
- TREND FORECASTING
- CUSTOMIZED SYSTEM FOR CONSISTENT, SOUGHT AFTER SERVICES
- INDUSTRY-INNOVATIVE MARKETING APPROACHES AND BUSINESS BUILDING PRACTICES

DATE / TIME:

WHERE:

INVESTMENT:

BRING:

REGISTER:

Eufora NATIONAL TRAINER

Dana Howard

Dana has been in the hair care industry for over 22 years and has been working with Eufora since 2012. He currently splits his time between leading his team as the owner of a Salon Today Top 200 salon, and traveling all over the country, sharing his love of learning and technical education.

Well rounded and skilled with expert scissor technique and exquisite razor work for both men and women, Dana loves to give his students the opportunity for career-changing "aha" moments, always employing a hands-on approach to his Academy Courses. Dana's high energy, technical proficiency and his eye for the up and coming trends make him an incredible educator.

eufora®