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Learn About the Hottest Category in Hair Cutting Today!

Birmingham, AL, September 5, 2017 | Roll up your sleeves and plug in your clippers, it's time to master the art and science of blending men's haircuts. At Premiere Birmingham this year, attendees will have the opportunity to take hands-on education from Ivan Zoot AKA ClipperGuy. *"Guys are the hot category in haircutting today. This workshop will set you up for success in this must-serve segment. Take this class, get your share!"* – Ivan Zoot. With more than thirty years in the professional beauty industry, Ivan has produced eight books, three Guinness World Records in haircutting, thousands of videos and has educated at tons of classes, shows and events. This hands-on workshop will be a technical exploration, showing attendees how to execute blending with straight shears, blending shears, razors, clippers and trimmers with up-close and personal guidance and coaching. Beauty professionals who have taken education with Ivan at other Premiere shows have found his class to be *"so much fun & right on target"*, *"fun, lively presentation"* and *"highly recommend taking a ClipperGuy class to anyone going to Premiere"*.



Space is limited and filling up quickly, visit www.premierebirminghamshow.biz & register today!

For those serious about men's grooming, the hands-on workshop with the ClipperGuy is not the only thing to look forward to at Premiere Birmingham this year. Premiere Birmingham will also be launching a men's grooming competition powered by Andis and SalonCentric. The competition will provide barbers and cosmetologists the opportunity to compete in two different categories, Fantastic Fades and Designs & Patterns. Additionally, some of the industry's favorite guest artists and manufacturers will be at this year's event, including: **Andis** featuring Sean Casey, **Barberology for BaBylissPRO** featuring David Connor, **Bonika Shears** featuring Shelia Tate & Bonnie Megowan, **Can You Handlebar** featuring Brian Furby, **Hattori Hanzo Shears** featuring John Mosely (popular_nobody), Terrence Manning, the New England Patriots barber coming in with **SoHo for Men**. For the full educational lineup [click here](#).

About the Show

Premiere Birmingham is hosted at the Birmingham-Jefferson Convention Complex, October 22 -23, 2017 in Birmingham, AL. For more information about the show including the full educational lineup, hotel reservations and to purchase a Show Pass visit www.premierebirminghamshow.biz. Also follow Premiere Birmingham on Facebook, Twitter and Instagram for exclusive prizes and stay up-to-date on all things Premiere Birmingham.