A Man’s Guide to
GREAT HAIR
STEP-BY-STEP
Phase 2

For additional education and techniques call:
Education Department at (800) 237-9175
It has to do with loyalty, reliability, and respect. These exist between a man and the barber who cuts his hair—stylist, hair guy, guru.

A man entrusts his barber to tend the facial nethers with a purposeful rhythm—efficient and deliberate—knowing what's right, and carefully attending to the business at hand, often without comment. His knowledge and advice as steady and reliable as his craft. A man’s hair is a partnership—the right person—indispensable.

Introducing the team of barbering professionals behind The Esquire Grooming Collection—master trained barbers and barber shop owners chosen for their decades of experience, global insights, and particular deftness at all things grooming.

Masters of the latest barbering trends and techniques from around the world, they spearhead the innovation behind styling and grooming technology so that we—both barber and everyday man—remain at our best. With confidence.

And now, a carefully curated step-by-step guide to six important looks—short, long, and anywhere in-between.
The FADED Edge  
A step-by-step guide  
Phase 2

**DIRECTIONS**

1. Use the Esquire Clipper without a guard and the lever open, to create an arc guideline around the crown of the head, temple to temple. Before cutting, use the Esquire Standard Cutting Comb throughout the cut to avoid tangling.

2. Remove all hair below the arc guideline by cutting against the grain from the nape to the center of the crown.

3. Switch the Clipper to the #1 guard with the lever closed, to blend the sides and crown sections. Start above the guideline, moving upward 1/2" away from the natural curve of the head.

4. Repeat step #3 without a guard and the lever closed to fade the guideline out. Frequently step back from the haircut to ensure that the guideline is completely faded.

**PRO TIP:** Having the correct posture will allow you to hold the tools properly. Stand upright leaning slightly away from your clipper hand for even and precise strokes.

5. Use the Esquire Flat Top Cutting Comb and Clipper with no guard to fade the guideline and uneven hair. (Starting at the temple, hold the comb at a 45 degree angle and use clipper over comb technique.) Continue to the other side checking to ensure that the cut is balanced.

6. Lower the outer perimeter of the hairline, around the ears and sideburns with the Esquire Trimmer and T Blade attachment. Create a line along the natural fall of the front hairline, from temple to temple.

7. Invert the clipper and follow the line from the temple to the outer corner of the brow. Gently touch the skin and remove any remaining hair in front of the natural hairline. Follow the hairline down the sideburn with the natural curve. Repeat this technique on the opposite side of the head.

**PRO TIP:** Face the client toward you for a precise line. Do not cut into the clients’ natural hairline.

8. Create a hard part using the Esquire 5n1 Trimmer with the T Blade attachment.

   A. Dampen the hair lightly and apply a dime size of Esquire Thickening Cream. Part the hair according to the desired part you want to create. Holding the trimmer vertical and following the natural curve of the head, begin creating a thin line from the front perimeter of the head to the top of the crown.

   B. Use the Esquire Cutting Comb to firmly hold the longer hair away from the cutting area repeat step A, if needed.

   C. On the shortest side of the part, use the Esquire Clipper with the #2 guard and using the clipper over comb technique. Point cut to add texture. Use the Esquire Blending Shears to remove any undesired weight lines.

9. Apply a quarter-size amount of Esquire Shaper Cream in the palm of your hands. Massage into the hair thoroughly and style. Finish by spraying a light amount of Esquire Grooming Spray to the hair for a flexible hold.

**HOME MAINTENANCE:** Esquire Travel Kit (Esquire Brush Dryer, Thickening Cream, Forming Cream, Standard Cutting Comb and Grooming Spray)
**The SIDE SWEEP**

*a step-by-step guide*

**Phase 2**

**DIRECTIONS**

1. Mist the hair lightly with water. Use the Esquire All Purpose Cutting Comb to comb the hair from the apex to the fringe forward.

2. Create a horseshoe parting before the crown recession, from temple to temple. Comb the bottom section down using the Esquire All Purpose Cutting Comb to avoid tangles.

3. Dampen the hair lightly. Blend the hair evenly with the Esquire Cutting Shears, using the scissor over comb technique. As you work from temple to temple make sure the comb is at a 45 degree angle, following the contour of the head.

4. Use the Esquire Clipper with no guard to taper the outer perimeter of the hairline. Work upward to the center of the nape, before reaching the natural curve of the head attach the #1 guard and blend.

5. Dampen the hair with water, if needed. Part the hair diagonal from the temple to the opposite side of the crown. Then create a dual guideline; traveling guideline and a stationary guideline.

6. Use the Esquire Cutting Shears and your fingers; follow the traveling guide from the apex to the rear of the head. Holding the hair at 45 degree angle, over direct all the hair to the stationary guide to create length and side sweep.

7. Repeat step 6 throughout the top of the apex. Elevating to a 90 degree angle, begin blending the fringe area. Use the Esquire Blending Shears to remove any weight and personalize the cut, if needed.

8. Blow-dry the hair straight along the parietal ridge and back, using the Esquire Brush Dryer. Then use the brush dryer and comb to guide the hair to the front right corner. Apply a light amount of Esquire Forming Cream into the hair. Gently sweep the heavier side to its natural fall with your fingers, elevating the front hair upright.

9. Personalize the shape by using the fingers to twist the curls forward. Use the Esquire Grooming Spray all over, for the finished look.

**HOME MAINTENANCE:** Esquire Travel Kit (Esquire Brush Dryer, Thickening Cream, Forming Cream, Standard Cutting Comb and Grooming Spray)
**The DRAMATIC POMPADOUR**

*a step-by-step guide*

**Phase 2**

**DIRECTIONS**

1. Mist the hair lightly with water and apply a quarter size amount of the Esquire Thickening Cream in the hair thoroughly.

2. Create an arc guideline around the crown of the head from temple to temple. Comb through the hair with the Esquire Standard Cutting Comb to avoid tangles.

3. Create a temple fade look by using the Esquire Clipper without a guard and the lever open. Holding the standard cutting comb at a 45 degree angle, begin the clipper over comb technique starting from nape to guideline. Complete the process from temple to temple.

4. Create a traveling guide using the scissor over finger technique. You will have two guides, take the top and bottom guide to blend the cut. As you work from temple to temple make sure your fingers are slightly angled inward at a 45 degree angle, following the contour of the head.

5. At the top of the head take a piece of hair from the crown and front of the head to measure the length. Dampen the hair with water. Hold the hair vertically and begin cutting at a graduated angle up to the longest point. If needed, use the Esquire Blending Shears to remove bulk.

6. Blow-dry the hair straight using the Esquire Brush Dryer and your fingers. When the hair is halfway dry, use your hand to guide the hair down.

7. Apply a light amount of Esquire Forming Cream into the hair. Manipulate the curls by gently pushing and twisting the hair up for height and volume.

8. Detail the outer perimeter with the Esquire Trimmer and stainless steel attachment. Outline the hair from ear to ear and frequently step back from the haircut to ensure that the outline is straight.

   **Pro Tip:** Having the correct posture will allow you to hold the tools properly. Stand upright leaning slightly away from your clipper hand for even and precise line.

9. Finish the look by using the Esquire Grooming Spray all over, to control fly-aways. For a final touch lightly scrunch the front hair to lock in the style.

**HOME MAINTENANCE:** Esquire Travel Kit (Esquire Brush Dryer, Thickening Cream, Forming Cream, Standard Cutting Comb and Grooming Spray)
DIRECTIONS

1. Shampoo the hair with Esquire Shampoo and Conditioner. Apply a quarter size amount of the Esquire Thickening Cream in the hair thoroughly as a cutting agent.

2. Create an arc line on left side of the head following the partial ridge to the top of the crown. Comb through the hair with the Esquire Standard Cutting Comb to avoid tangles.

3. Create a vertical traveling guide from the nape to the occipital bone. Holding the hair at a 45 degree angle use the Esquire Cutting Shears and Comb to point cut the entire nape section.

4. Repeat step 2 on the right side of the head connecting the two lines across the back of the apex. Comb all hair to the down and point cut the entire perimeter.

5. Elevate to a 90 degree angle when reaching the crown area. Repeat the point cutting technique from recession to recession, following the natural contour of the head.

6. Section the horseshoe parting into 3 sections; triangle parting at the apex (line the parts up with the center of each brow) and from apex to behind the ear on both sides.

7. Take a strand of hair from each side of the triangle and create a stationary guide. Hold the stationary guide and triangle in your hand over directing the hair vertically to begin point cutting, graduating as you cut.

8. Detail all the remaining hair below the nape and beard area with the Esquire Trimmer and Stainless Steel attachment.

9. Apply a quarter-size amount of Esquire Forming Cream into the hair. Comb the hair straight back using your fingers.

10. Finish the look by combing all loose hair straight back and spraying a light amount of Esquire Grooming Spray all over.

HOME MAINTENANCE: Esquire Travel Kit (Esquire Shampoo & Conditioner, 5n1 Trimmer, Thickening Cream, Standard Cutting Comb and Grooming Spray)
**LONG LENGTH**

**The BEARD TRIM**

*a step-by-step guide*

**Phase 2**

**DIRECTIONS**

1. Start by combing through the beard to remove any tangles, pre-trim. Begin at the side of the head using the Esquire Cordless Clipper with a #4 guard, tapering the full beard down to the desired length.  
**PRO TIP:** To help the beard appear fuller, fade the neck and cheeks with a #4 guard to give a more tapered look. Then graduate using the #6 guard for fullness.

2. Create an outline along the outer part of the beard with the Esquire Sn1 Trimmer with Detailing T Blade attachment. Then repeat the same technique along the lower cheekbone on both sides.

3. Use the Esquire Sn1 Trimmer with the Wide Stainless Steel Blade attachment to shape the mustache. Invert the trimmer, holding it at a 90 degree angle. Begin at the top of the mustache creating a line that follows the natural fall. Then comb all hairs down evenly and remove all uneven hairs over the lip.

4. Now begin detailing the beard to finalize the look and shape. Use the Esquire Tapered Cutting comb and the Esquire Sn1 Trimmer with the Wide Stainless Steel Blade attachment for a clipper over comb technique. Begin by holding the cutting comb in your less dominant hand and the clipper in the dominant hand. Lift the hair away from the skin at a 90 degree angle and slowly begin moving the comb and clippers against the grain of the hair.

5. For a visibly smooth finish, use the Esquire Sn1 Trimmer with the Foil Shaver attachment around the neck. Then remove the Foil Shaver and replace it with the Wide Stainless Steel Blade to edge the nape of the hairline.

6. Spray the Esquire Beard Oil in the palm of your hand. As you emulsify the oil begin applying it directly to the beard.

7. Massage the oil into the hair thoroughly and use an Esquire Tapered Cutting Comb to evenly distribute the oil into the hair follicles.  
**PRO TIP:** Incorporating this beard grooming technique to your daily routine can be an added success to your business. Use the Esquire Beard Oil to condition the beard, adding continuous softness and shine.

**HOME MAINTENANCE:** Esquire Travel Kit (Esquire Shampoo & Conditioner, Sn1 Trimmer, Thickening Cream, Standard Cutting Comb and Grooming Spray)