



An i818 Stylist in Barrington.



A customer in the i818 Salon in Barrington.



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## Guy Style – The Power of a Great Cut

GETTING A GREAT HAIRCUT is the number one thing a man can do to increase his confidence. A study from Yale University shows that a “bad hair day” can dramatically affect a man’s self-esteem causing him to be more socially insecure. A good stylist or barber can have a substantial impact on a man’s self-confidence. It should be no surprise that it’s the stylist or the barber that a man goes to see before important events in his life. Whether it be for a job interview, meeting, wedding, or family portraits, he will always want to look his best. What better way to make that happen than by getting a fresh cut.

### PROFESSIONAL STYLISTS

A good stylist or barber can make a man feel completely renewed. By continuing to see the same barber or stylist, he or she will continuously learn his preferences and challenges, while giving him some tips and tricks to use at home. Every person is different, every person is special, and a great haircut does not happen by accident.



i818 salons are designed specifically for men to feel welcome.



1818 can show customers how to use quality hair products.

What can a man do to assure he makes his experience a good one and gets HIS best look? The most important thing is to have a professional consultation to get things started. Guys should come prepared to discuss their lifestyle, profession, daily grooming habits, and styling preferences. The stylist or barber will be considering these factors along with hair texture, head shape, and even different growth patterns to determine the best cut and style for their male client. This may not mean a lot to the average guy, but these are all important factors that go into making him look his best.

### STYLING PRODUCTS MATTER

Conditioning and styling products are also important in keeping self-confidence high. Many men underestimate the value that these products have when trying to look their best between visits. A quality conditioner provides nutrients to the hair and scalp making it easier to style. Pomades, waxes, gels, clays, fibers, creams—the array of available men's styling products is daunting. Each is designed to achieve a very specific effect. With so many different products on the market, a professional recommendation and education on how

to use these products is the best way to achieve and maintain that desired look.

Millennial, Gen X, or Baby Boomer—white collar, blue collar, or no collar—men of all kinds can agree that the better a man looks, the better he feels. Guys should devote the time to learn about their hair and what it takes to maintain their specific style. Whether long hair, short hair, or thin hair, men need to make sure their hair is getting the right

treatment. They will have greater self-confidence and self-esteem and be more successful in the workplace and in their personal lives. 

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*Learn more about 1818 Fine Men's Salon by visiting the salon at 120 S. Hough Street in downtown Barrington. To book your appointment call 224-633-2188 or go online to [www.eighteneight.com/barrington-il/](http://www.eighteneight.com/barrington-il/).*



1818 owners Jeff and Cathy Eggert