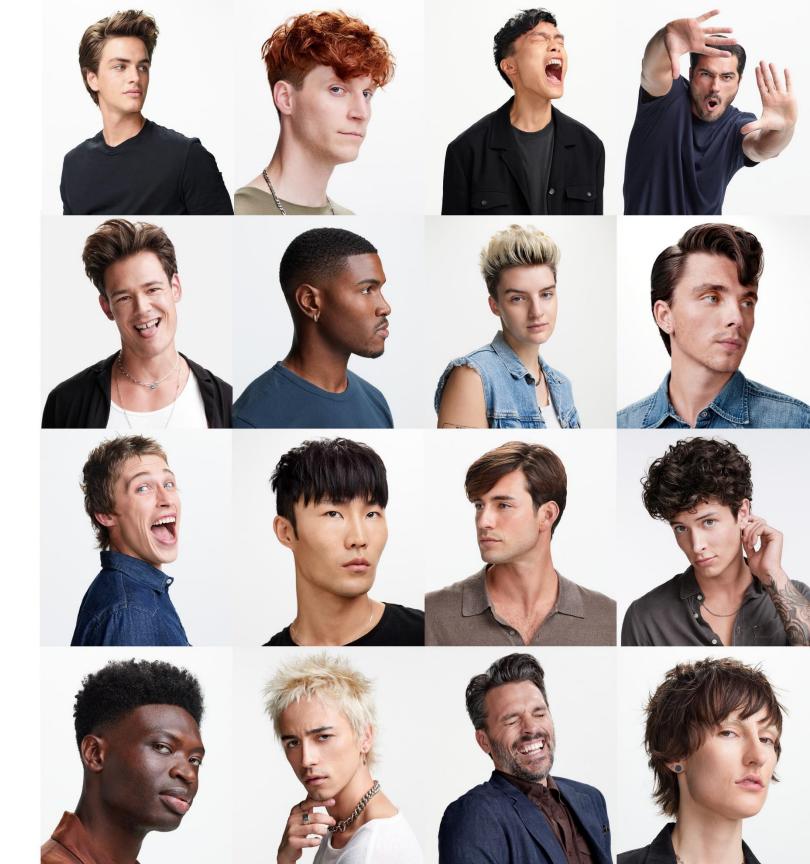


Official Supplier to Men

# BRAND BOOK 2023





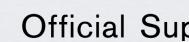




\*Source: Euromonitor International Ltd; Beauty and Personal Care 2023ed, retail value sales, 2022 data. Based on 45 countries researched & estimated to be largest premium hair care markets.

**AMERICA'S** 





# **THE WORLD'S** PREMIUM MEN'S HAIR BRAND

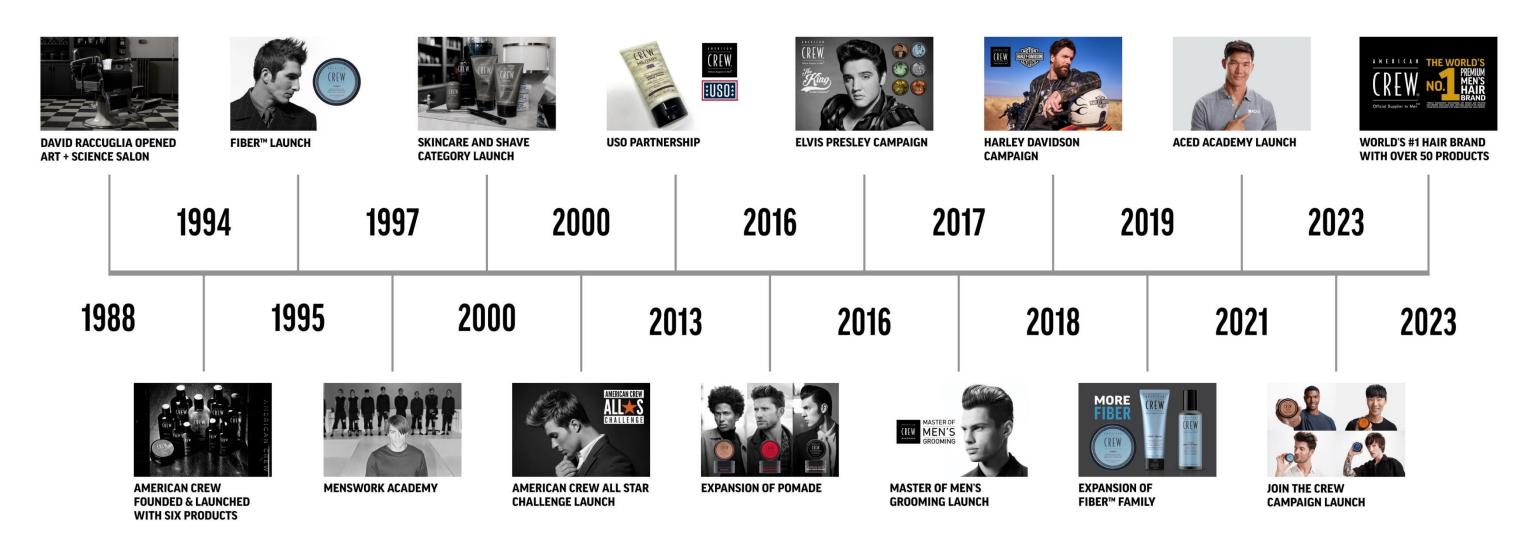
## AMERICAN



## Official Supplier to Men<sup>TM</sup>

## **AMERICAN CREW THROUGH THE YEARS**

American Crew established the category of professional men's grooming with its launch in 1994 with 6 core products and have since evolved into a multi-faceted portfolio. It is the #1 premium men's hair brand in the world\*, created for all men and the stylists they trust. Every frame in our history reflects our commitment to the professional stylist and barber as we share their quest to empower men through quality grooming practices and products developed with all hair types, textures and diversities in mind.



countries researched & estimated to be largest premium hair care markets."



## ALMOST 30 YEARS LATER..

American Crew has developed a comprehensive portfolio of premium products, as well as a legacy steeped in commitment to the performance that stylists demand and the quality that men trust.

From hair and body to shave and beard, the American Crew brand is dedicated to fulfilling the grooming needs of today's man. A landmark in the professional grooming industry, American Crew has distribution in over 30,000 salons, barbershops, and authorized retailers across 50 countries.



# AMERICAN CREW BRAND MISSION

As the leading and most trusted brand in the industry with world-class education, high-quality salon products our mission is to support, elevate, and deliver excellence to the professional and their customers.

We set men's hair trends and create superior grooming products that enhance the skills of the professional, while delivering perfect results for the consumer.

We deliver inspiration, innovation and education.

## **OUR FOUNDER**

David Raccuglia is a man of many titles and accomplishments: stylist, entrepreneur, renowned photographer, and most prominently, Founder of American Crew, the #1 premium men's hair brand in the world\*.

David attended Joliet Barber College in Illinois in 1977 and began his career as a stylist in the salon industry. Today, men's grooming and the Professional community at large continue to be his primary inspiration and motivation. David opened his own salon, Art + Science, in Evanston, IL. During his 25+ years of experience in the hair care and salon industry, David has become one of the most respected and emulated figures in the profession.

In 1994, David Raccuglia foresaw a future when men would pay as much attention to their looks as anyone else. Bringing his expertise from behind both the barber chair and the camera, David developed the brand and its collection of grooming products designed for men and the stylists they trust. American Crew® quickly established itself as the leading manufacturer of quality grooming products for men, offering a diverse portfolio including hair care, styling, shave and body products.

countries researched & estimated to be largest premium hair care markets."

### **AMERICAN CREW BRAND PILLARS**

### **INSPIRATION**

- At the forefront of trends and styles that inform our collections.
- Relevant and enticing campaigns that bring awareness and relevancy to the brand.

-Best in class trade marketing materials and tools to delight the PRO.

### **INNOVATION**

- Superior products that gain cult followings.
- Innovation designed to help the PRO exceed customers' expectations with their services.
- Committed to high-quality and consistency, trusted by the PROs worldwide.

- Worldwide recognized hair cutting techniques and training methodologies.

- Best in class educational platforms and resources, made widely available to the PRO.

### **EDUCATION**

- Community building initiatives and support to our Global Crew of PROs.

## **PRESS AWARDS 2022 + 2023**





#### <u>AskMen.com</u> <u>Men's Grooming Awards '22</u>

Product: 3-in-1 Shampoo Conditioner and Body Wash Category: Men's Grooming UVM: 2,003,862

# **Men'sHealth**





<u>Men's Health</u> <u>Grooming Awards '23</u> Product: Anti-

Dandruff and Dry Scalp Shampoo Circulation: 1,816,878



GQ Grooming Awards '22

Product: Matte Clay Spray Category: Best Styling Products UVM: 10,800,000

# Men'sHealth

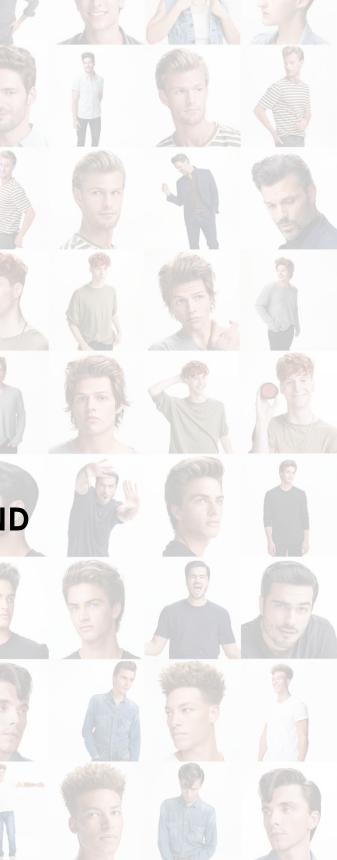


#### <u>Men's Health</u> <u>Grooming Awards '22</u> Product: Matte Clay Spray Category: Best Clay Circulation: 1,816,878

### **AMERICAN CREW BRAND PILLARS**

# INSPRATION

OUR PRIORITY IS TO INSPIRE MEN'S GROOMING TRENDS, CREATE RELEVANT PRODUCTS FOR THE NEEDS OF TODAY AND FOCUS ON THE OPPORTUNITIES OF TOMORROW.





#### 2022 CAMPAIGN





# JOIN THE CREW CHOOSE THE PUCK FOR YOU

The "JOIN THE CREW" campaign acknowledges the broad range of enthusiasts and industry professionals, inviting people around the world to bring out their best, unique selves with American Crew. This campaign was designed with all hair types, textures, and diversities in mind, and presents a fresh approach to our best-selling hair products: pucks.

"JOIN THE CREW" will create a celebratory tone that invites people of all stripes to bring out their best with American Crew.







The Fiber™ Collection Campaign focuses on the Fiber™ Franchise's ability to "extend to all lengths." Fiber™'s long lasting styling power works with any length of hair. Fiber™ was launched in 1995 and has extended through time and throughout the world in barber shops, salons and in your home as an integral part of your grooming routine.



### **AMERICAN CREW BRAND PILLARS**

# INNOVATON

WE CONTINUALLY DEVELOP NEW TECHNOLOGIES AND WAYS OF USING PRODUCTS TO MOVE THE INDUSTRY FORWARD; BRINGING EXCITEMENT TO THE PRO AND CONSUMER.



# WHIP

An airy, weightless whipped formulation that provides subtle texture and control for a natural, effortless look. This unique styling whip delivers light, pliable hold and natural shine for healthy looking hair. It readily absorbs into hair to provide definition and separation without adding weight or stickiness.

#### **KEY BENEFITS**

- Delivers natural and effortless looks.
- Weightless formula distributes easily through hair.
- Light, pliable hold with natural shine for healthy looking hair.
- Creates definition and separation.
- Offers flexible control.
- Provides fullness and volume
- Leaves hair feeling soft and moisturized
- Subtle minty fresh fragrance (tea tree)



# NEW 3-IN-1 FRANCHISE

In order to capitalize on the success of the existing 3-in-1 franchise, we will be introducing a **naturally derived, ingredient lead** 3-1 extension with a focus on **wellness, efficiency & aromatherapy**.

In addition, to elevate 3-in-1 Classic and Tea Tree, we will be renovating the existing products with upgraded eco-friendly packaging while maintaining existing formulas and scents.









# 3-IN-1 **GINGER + TEA**

SHAMPOO CONDITIONER AND BODY WASH WITH ENERGIZING FRAGRANCE

Cleanses and moisturizes the hair and body while providing a rich, luxurious lather to remove dirt, sweat and styling products. Supports and replenishes the skin's natural moisture barrier.

Aromachology inspired Ginger + Tea fragrance helps you feel awakened, energized and invigorated





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#### 3-IN-1 GINGER + TEA

TAMPOO CONDITION AND BODY WASH H ENERGIZING FRAGRANC

3-EN-1 GINGEMBRE + THI

SHAMPOOING, REVITALISANT ET NETTOYANT POUR LE CORPS AU PARFUM ÉNERGISANT



8.4 Fl. Oz. / 250 mL  $\oplus$ 



# 3-IN-1 **CHAMOMILE + PINE**

SHAMPOO CONDITIONER AND BODY WASH WITH RELAXING FRAGRANCE

Cleanses and moisturizes the hair and body while providing a rich, luxurious lather to remove dirt, sweat and styling products. Supports and replenishes the skin's natural moisture barrier. Aromachology inspired Chamomile + Pine fragrance helps you feel calm and relaxed.





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3-IN-1 CHAMOMILE + PINE

3-EN-1 CAMOMILLE + PIN SHAMPOOING

APRÈS-SHAMPOOING ET GEL DOUCHE AU PAREUM RELAXAN

8.4 Fl. Oz. / 250 mL  $\oplus$ 



SHAMPOO CONDITIONER AND BODY WASH WITH ENERGIZING FRAGRANCE

Cleanses and washes away oil from the hair, scalp and body. Leaves hair conditioned and shiny and the skin soft and smooth.





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3-EN-1 CLASSIOUE SHAMPOOING APRÈS-SHAMPOOING ET GEL DOUCHE AU PARFUM ORIGINA



8.4 Fl. Oz. / 250 mL  $\oplus$ 





# 3-IN-1 TEA TREE

SHAMPOO CONDITIONER AND BODY WASH WITH RELAXING FRAGRANCE

Cleanses and washes away oil from the hair, scalp and body while deodorizing and neutralizing odor. Leaves hair conditioned and shiny and the skin soft and smooth with a refreshing Tea Tree scent.









# **BRAND PORTFOLIO** The most comprehensive portfolio amongst men's grooming brands



# STYLING

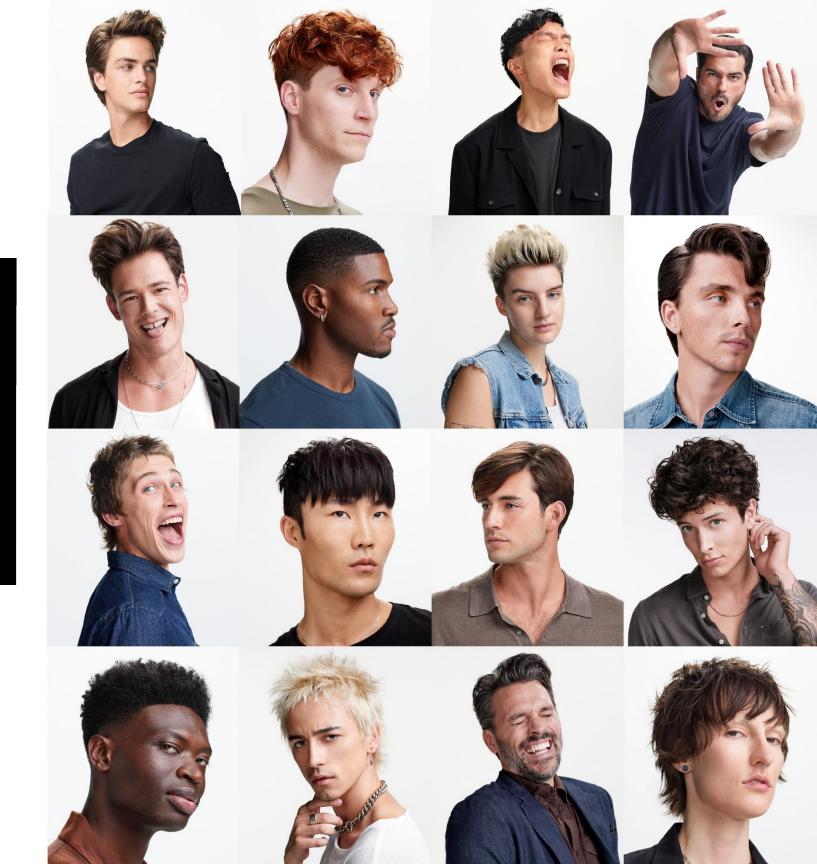
We offer a broad range of professional highperformance styling products that meet the demands of the pro. Our styling products addresses all hair types, textures, and diversities in mind. From creams, gels, lotions, sprays and pomades, we encourage all professionals & hair enthusiasts to find there styling product to suit their hair individuality.



# JOIN THE CREETHE PUCK FOR YOU



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FIBER High hold and low shine

**Product Details**: Provides texture with added thickness and a matte finish. Works well for short, choppy cuts. **Available sizes:** 1.7oz/50g, 3oz/85g



FORMING CREAM Medium hold and medium shine

**Product Details**: Easy to use styling cream Provides excellent pliability to create wave separation or curl definition. **Available sizes:** 1.7oz/50g, 3oz/85g



**POMADE** Medium hold and high shine

**Product Details**: Water-based pomade controls highly texture curls and creates classic slicked back looks. Provides a modern, flexible alternative to styling gels. **Available sizes:** 1.7oz/50g, 3oz/85g



**CREAM POMADE** Light hold and low shine

**Product Details**: A moisture-rich cream pomade provides a livedin natural, textured look while taming hair. **Available size:** 30z/85g



**MOLDING CLAY** High hold and medium shine

**Product Details**: Provides touchable texture and shape. Molds hair to any styles desired. **Available size:** 30z/85g



**GROOMING CREAM** High hold and high shine

**Product Details**: Create straight, sleek side part looks, or soften naturally curly or wavy hair. Repels moisture to keep styles intact. **Available size:** 30z/85g



**DEFINING PASTE** Medium hold and low shine

**Product Details:** Adds definition and provides a loose and textured finish. Easy to distribute through hair. **Available size:** 30z/85g



MATTE CLAY Medium hold and matte finish

**Product Details**: Provides long-lasting workable hold, control and creates textured styles. **Available size:** 30z/85g



#### HEAVY HOLD POMADE

Heavy hold and high shine

**Product Details**: Water-based pomade perfect for creating sleek, smooth, sculpted styles and helps define textured curls **Available size:** 30z/85g



#### WHIP

Light hold and natural shine

Product Details: An airy, weightless whipped formulation that provides subtle texture and control for a natural, effortless look. Available size: 30z/85g



#### MATTE CLAY SPRAY

Oil-absorbing medium hold matte texturizing spray

**Product Details:** A seriously texturizing spray that gives you a strong, medium hold that lasts all day long. Formulated with the key hit ingredient in the Original Matte Clay **(Kaolin Clay)**, this spray gives major texture and body to the hair. **Available size:** 5.1oz./150mL



#### FIRM HOLD STYLING CREAM

Styling cream with definition and low shine.

**Product Details**: A moisturizing formula that tames hair and adds style with low shine and a lasting strong finish. **Available size:** 3.3oz/100mL



#### PREP & PRIME TONIC

Styling tonic for low hold and increased control.

**Product Details:** Detangles hair, refreshes scalp and provides low hold for increased control while cutting and styling. **Available size:** 8.45oz/250mL



#### FIRM HOLD STYLING GEL

Firm hold, non-flaking gel.

Product Details: High hold styling gel with alcohol-free formula helps hair look thicker and added shine. Low pH prevents drying of the hair and scalp. Available sizes: 3.3oz/100mL, 8.45oz/250mL, 13.1oz/390mL, 33.8oz/1000mL (in a bottle)



#### FINISHING SPRAY

Medium hold finishing spray.

Product Details: A foam that gives men and their stylists a simple, precise and powerful way to manipulate volume and texture. Available size: 6.7oz/200mL



#### LIGHT HOLD STYLING GEL

Light hold, non-flaking gel.

**Product Details**: Alcohol-free formula contains thermal barriers to protect hair from blow drying. This is one gel that works to condition scalp with ginseng and sage extract.

**Available sizes:** 8.45oz/250mL, 13.1oz/390mL





**FIBER FOAM** Fibrous foam with extra volume.

**Product Details**: Lightweight, fibrous hair foam that provides long-lasting manageable volume with medium hold and natural shine. **Available size:** 6.7oz/200mL



**FIBER CREAM** Medium hold styling cream.

**Product Details**: A styling cream that combines flexibility with control, gives hair refined texture and a natural shine finish. **Available size:** 3.3oz/100mL



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#### LIGHT HOLD TEXTURE LOTION

Light hold lotion with low shine.

**Product Details**: Provides light control for fine hair of all lengths, resulting in a natural look with slight definition. Extracts like ginseng and lanolin oil add softness and make hair look thicker. **Available size:** 8.450z/250mL



#### LIQUID WAX

Liquid wax with medium hold and shine.

**Product Details**: Controls like a gel, but finishes like a wax with medium hold and shine. Creates infinite styles. **Available size:** 5.07oz/150mL



#### MEDIUM HOLD SPRAY GEL

Mediumhold styling gel.

**Product Details**: High hold styling gel with an alcohol-free formula that helps hair look thicker with added shine and a low pH to prevent drying of the hair and scalp. **Available size:** 8.450z/250mL



#### **GROOMING SPRAY**

Variable hold finishing spray.

**Product Details**: Use to keep styles in place. Spray onto hair and leave for incredible hold with shine. Washes out easily with no residue. **Available size:** 8.45oz/250mL

#### **BOOST POWDER**

Anti-gravity volume powder with matte finish.

**Product Details**: Adds lift and grit for dramatic, gravity-defying texture. **Available size:** 0.3oz/10g

#### ALTERNATOR

Flexible styling and finishing spray.

**Product Details**: Provides a flexible style that gives you control of your image all day. Refresh or change your style throughout the day by reworking with your hands. **Available size:** 3.3oz/100mL

American Crew provides daily haircare solutions for every hair type and hair concern. Our professional haircare portfoliois lightweight and nourishing to hair and scalp. From deep moisturizing to detoxifying to toning and every hair type in between we've got you covered.





#### DAILY CLEANSING SHAMPOO

With invigorating naturally derived citrus mint fragrance.



33.8oz/1000mL

Product Details: Cleanses the hair and scalp washing away impurities. Non drying formula





With invigorating naturally derived citrus mint fragrance.

**Product Details:** Cleanses hair and scalp while infusing them with moisture for softness you feel all day long. Formulated without silicones. Available sizes: 3.3oz/100mL, 8.45oz/250mL, 15.2oz/450mL, 33.8oz/1000mL

#### DAILY MOISTURIZING CONDITIONER

With invigorating naturally derived citrus mint fragrance.



CREW



#### PRECISION BLEND **SHAMPOO**

Shampoo for color treated hair.

**Product Details:** Protects color while gently cleansing and conditioning hair. Available size: 8.45oz/250mL



### SILVER SHAMPOO

Shampoo for gray or blonde hair maintenance

**Product Details:** Formulated to help remove brassy, yellow tones from gray and graying hair. Hydrolyzed milk protein provides ultimate conditioning to combat drvness and maintain moisture. Available size: 8.45oz/250mL



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#### FORTIFYING SHAMPOO

33.8oz/1000mL

Daily shampoo for thinning hair.

**Product Details:** A daily

shampoo for thinning hair that removes buildup, refreshes the scalp, and leaves the hair soft and clean.

Available sizes: 8,4507/250ml. 15.2oz/450mL





#### **ANTI-HAIRLOSS SHAMPOO**

With Keratin Amino acids and vegetable proteins help to strengthen hair

Product Details: Daily shampoo for thinning hair refreshes the scalp to clear pores and improve scalp condition, a necessary step to optimize the efficacy for the Anti-Hair Loss Treatment. Available sizes: 8.45oz/250mL/33.8 oz/1000mL Market Availibility: EMEA, LATAM



#### **ANTI-HAIRLOSS TREATMENT**

With Keratin Amino acids and vegetable proteins help to strengthen hair.

Product Details: Fast-absorbing leave-in formula that strengthens and reinvigorates hair when massaged into scalp, resulting in significant improvement in hair volume and minimized hair breakage. Available size: 100mL Market Availibility: EMEA, LATAM



#### **DETOX SHAMPOO**

With manicouagan clay and exfoliating coconut shells.

Product Details: Cleanses hair and removes excess sebum and product build up, while aently exfoliating the scalp. Formulated without silicones. Available sizes: 8.45oz/250mL, 33.8oz/1000mL

FORTIFYING SCALP

#### TREATMENT

Leave-in treatment for thinning hair.

Product Details: Leave-in treatment that invigorates the scalp, thickens the hair and improves hair volume. Formulated to make your hair feel stronger, thicker and to prevent hair breakage.

Available size: 3.3oz/100mL

#### ANTI-DANDRUFF + DRY SCALP SHAMPOO

Leaves hair clean and flake free yet balanced with moisture

**Product Details**: Cleansing and conditioning shampoo that soothes and refreshes hair and scalp. Vitamins and minerals help prevent itching, flaking and oil buildup. Available size: 8.45oz/250mL

# **BODY CARE**

American Crew offers a portfolio of body cleansers and 3-in-1 products to help you feel refreshed from head to toe. Our unique 3-in-1 products are specially designed to prepare hair for styling.





#### 3-IN-1 CLASSIC

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3-IN-1 GINGER + TEA

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80-C 8.4 FL Oz. / 250 mL C

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Shampoo, conditioner, and body wash with original fragrance

Product Details: Cleanses and washes away oil from the hair, scalp and body. Leaves hair conditioned and shiny and the skin soft and smooth.

Available sizes: 3.3oz/100mL, 8.45oz/250mL, 15.20z/450mL, 33.80z/1000mL

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CAN ESCAPE FOR SOME

CREW

**Product Details:** Cleanses and washes away oil from the hair, scalp and body while deodorizing and neutralizing odor. Leaves hair conditioned and shiny and the skin soft and smooth with a refreshing Tea Tree scent Available sizes: 3.3oz/100mL, 8.45oz/250mL, 15.20z/450mL, 33.80z/1000mL

#### 3-IN-1 GINGER + TEA

Shampoo, conditioner, and body wash with energizing fragrance

**Product Details:** Cleanses and moisturizes the hair and body while providing a rich, luxurious lather to remove dirt, sweat and styling products. Supports and replenishes the skin's natural moisture barrier. Aromachology inspired Ginger + Tea fragrance helps you feel awakened, energized and invigorated. Specially designed formula prepares the hair for stylina.

Available sizes: 8.45oz/250mL, 15.2oz/450mL, 33.8oz/1000mL

### CLASSIC BODY WASH

Classic body wash.

**Product Details:** Cleanses skin with an added touch of American Crew fragrance. Ginseng and cedarwood oil provide natural moisture for healthy skin. Specially designed formula prepares the hair for styling. Available sizes: 3.3oz/100mL,15.2oz/450mL

Body wash with 24-hour odor protection. Product Details: Long lasting formula to help control the odor in your skin caused by microorganisms. Specially designed formula prepares the hair for styling. Available size: 15.207/450ml

#### **3-IN-1 TEA TREE**

Shampoo, conditioner, and body wash with refreshing fragrance

#### 3-IN-1 CHAMOMILE + PINE

Shampoo, conditioner, and body wash with relaxing fragrance

**Product Details:** Cleanses and moisturizes the hair and body while providing a rich, luxurious lather to remove dirt, sweat and styling products. Supports and replenishes the skin's natural moisture barrier. Aromachology inspired Chamomile + Pine fragrance helps you feel calm and relaxed. Specially designed formula prepares the hair for styling. Available sizes: 8.45oz/250mL, 15.2oz/450mL, 33.8oz/1000mL

#### 24H DEODORANT BODY WASH

# SHAVING

American Crew offers professional men's shaving products that work as a system to provide the perfect shaving and beard grooming experience in the chair. Maintain lineups, beard structure and ensure a clean, comfortable shave with our preshave and post-shave solutions.



#### LATHER SHAVE CREAM

Rich, lather shave cream

Product Details: Formulated with hydrating ingredients, Lather Shave Cream creates a rich, foamy lather that helps soften and lift the beard hair for an easy shave. The formula provides a glide that helps protect skin from irritation and razor burn, leaving thee skin feeling smooth and looking polished. Available size: 8.45 oz/250ml



#### **MOISTURIZING SHAVE CREAM**

Non-drying cream for a close shave.

**Product Details**: Moisturizing, non-foaming cream creates a protective barrier without drying the skin. Emollients provide maximum protection and conditioning for skin that reauires extra moisture.

Available sizes: 1.7oz/50mL, 5.1oz/150mL, 15.2oz/450mL



#### **PRECISION SHAVE GEL**

Non-drying, transparent gel for a close shave

Product Details: Non-foaming gel designed for normal or thin beard types. Provides a definitive, quick and clean shave. Available sizes: 1.7oz/50mL, 5.1oz/150mL, 15.2oz/450mL



#### POST SHAVE COOLING LOTION

Moisturizing shave relief lotion.

**Product Details**: Dual action formula works as a lightweight moisturizer and cooling aftershave. Helps restore skin balance as well.

Available size: 5.1oz/150mL





#### ALL-IN-ONE FACE BALM **BROAD SPECTRUM SPF 15**

Soothes just shaved skin. Daily moisturizer. Anti-aging.

**Product Details**: Aftershave balm for preventing irritation from shaving. Innovative ingredients fight the signs of aging and prevent ingrown hairs. Available sizes: 1.7oz/50mL, 5.7oz/170mL



#### **ULTRA GLIDING SHAVE OIL**

Oil-based product that prepares skin for shaving.

**Product Details:** Softens the beard and prepares the skin for a close and comfortable shave without leaving an oily residue. Formulated with a unique blend of botanical ingredients and essential oils. Suitable for all beard types. Available size: 1.7oz/50mL

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EVITALIZING TONER

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#### **REVITALIZING TONER**

Toner for soothing skin after shaving.

Product Details: The Revitalizing Toner soothes and calms skin after shaving.. It moisturizes irritated areas and closes the pores, providing freshness and relief.

Available sizes: 5.1oz/150mL, 15.2oz/450mL



# BEARD GROOMING

American Crew offers an assortment of professional beard products designed to keep beard's looking and feeling their best. Our lightweight formulas nourishes and moisturizes beard and skin leaving it feeling soft and smooth.





**Product Details**: An oil-based formula specially designed for beard care, with beneficial oils that instantly condition and keep the beard soft and well groomed. **Available size:** 1.7oz/50mL



**Product Details**: American Crew 2 in 1 Moisturizer and Beard Conditioner is a lightweight product that helps men's beards look soft and conditioned, while also moisturizing the skin beneath. Great for men with shorter beards. **Available size:** 3.30z/100mL



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#### **BEARD BALM** Beard conditioner and styler.

**Product Details**: A soft balm that tames and conditions the beard with flexible application for styling. **Available size:** 2.10z/60g



Product Details: American Crew Moustache Wax offers strong hold for men with medium to long moustaches. This long-lasting, highhold moustache wax tames, nourishes, and controls facial hair for a polished look. Available size: 0.50z/15mL



#### **BEARD FOAM CLEANSER**

Leave-in beard cleanser.

**Product Details**: An easy to use and quick absorbing dry foam with long lasting benefits, leaving the beard clean and free of daily residue. **Available size:** 2.30z/70mL

#### 2 IN 1 MOISTURIZER + BEARD CONDITIONER

Skin hydrator and beard conditioner.

#### **MOUSTACHE WAX**

Long-lasting, strong hold moustache wax.

# HAIR COLOR

American Crew's Precision Blend hair color enables professionals to provide their clients with natural grey coverage for hair AND beard. The upgraded formulation works in just five minutes and is infused with Vitamin B5 for moisturization.





#### PRECISION BLEND SHADES

Professional gray blending in 4 different shades: Light, Medium Ash, Medium Natural, and Dark.

Product Details: The Precision Blend system provides not only a product that allows you to naturally blend away your client's gray in just 5 minutes, but a technical approach and specific tools designed to match his hair type and desired final look. Available sizes: (3) 40ml tubes per box

#### PRECISION BLEND DEVELOPER

For optimal results when gray blending.

Product Details: American Crew recommends Precision Blend in order to produce optimal results for gray blending. Use in conjunction with American Crew Precision Blend Shades. Available sizes: 15.20z/450mL





### **AMERICAN CREW BRAND PILLARS**

# EDUCATION

AMERICAN CREW HAS ALWAYS WORKED TO BUILD A DEDICATED FOLLOWING OF INSPIRED AND HIGHLY SKILLED INDUSTRY PROFESSIONALS. THIS PARTNERSHIP HAS CONTINUALLY YIELDED AMAZING RESULTS, AND AFTER 25 YEARS AT THE HELM, WE'VE ONLY JUST BEGUN.







A H E R I CAR CREW Otficial Supplier to Mo<sup>AV</sup>

Our brand-new education journey for stylists and barbers at all skill levels is ACed. The ACed 01, 02 and 03 curriculum will take the learner on an in-depth education journey, where they will master the core fundamentals of technical cutting and styling, all the way through to the most advanced techniques and skills.

Become a master of your craft while utilizing American Crew products in each finished look.



## **ACED 01**

ACED 01 includes classic core barbering and cosmetology concepts with updated and relevant technical styling skills. This training program is targeted to the stylist or barber dedicated to building and maintaining a successful, loyal client base.

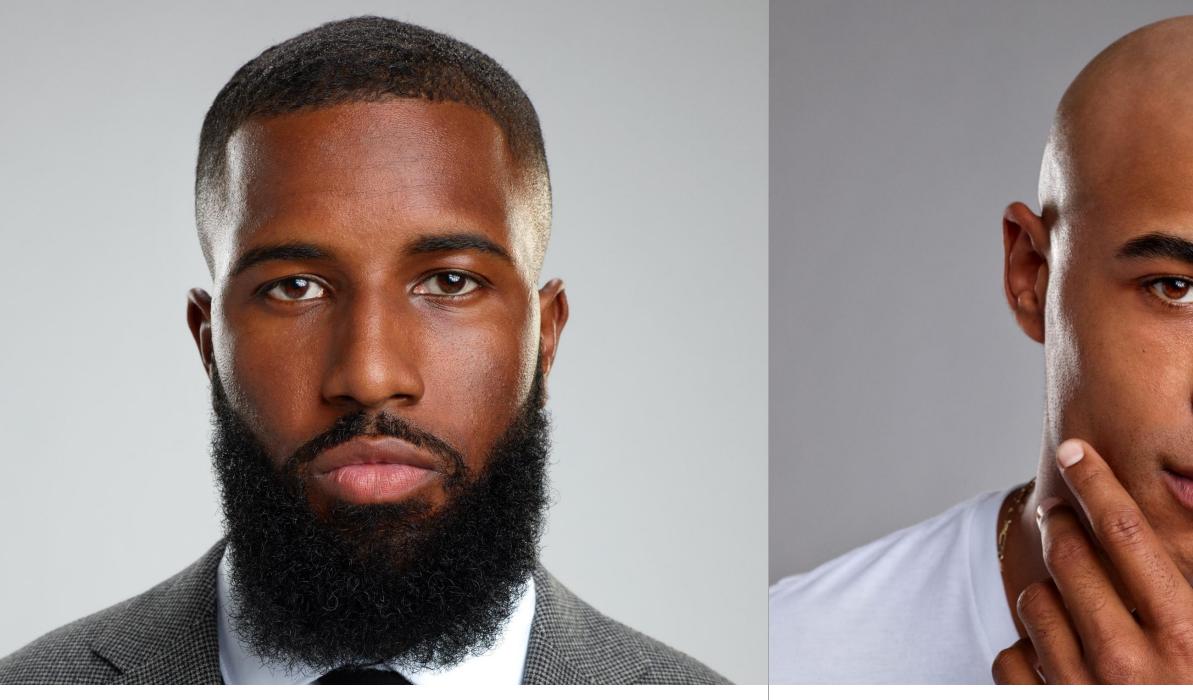
# **ACED 02**

ACED 02 Introduces secondary shape techniques to go along with primary core barber and cosmetology skills. Learners will master the key cutting and styling skill foundations necessary to perfect the most desired looks from the #1 men's styling brand, American Crew, in a very tactical way.



ACED 03 combines all the learnings from ACed 01 and ACed 02 together for the most advanced curriculum launch from American Crew yet, with a strong focus on hair texture and techniques. The learner will walk away with best practices on adjusting surface texture, manipulating the movement of the hair and the integrity of the shape with advanced techniques.





# **ACED BEARD**

ACED Beard education will show the stylist and barbers how to create the most professional beard service for their clients.

# **ACED SHAVE**

The ACED Shave Method will help you assess facial structure, facial hair, and skin types. Proper skin and hair preparation will produce the smooth, nick-free shave clients seek, arming you with confidence





# IN SALON TRAINING

#### PERSONALISING EDUCATION TO YOU AND YOUR TEAM

American Crew offers private education to qualifying salons / barbers wanting a customized approach with an American Crew Educator. We customize a training program suitable to your team's needs and deliver it in the very comfort of your own space. Build knowledge and confidence while upskilling your craft.

# ACADEMY

American Crew trains over **5,000** professionals in 4 academies around the world.

**Locations:** London, Paris, Frankfurt and Bologna



## A M E R I C A N



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