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UK INVASION: ANDIS' BRITISH EDUCATORS TAKE CENTER STAGE AT 2017 AMERICA'S BEAUTY SHOW

STURTEVANT, Wis. (February 2017) – Andis® Company is bringing the very best of British barbering to the main stage of America's Beauty Show (ABS) as Andis Educators Daren "Baldy" Kenny and Kieron Price take center stage to bring Andis' cutting edge style and trends from abroad to barbers, stylists and men's grooming specialists at ABS on Sunday, March 26.

The session will include inspiration on melding precision fades with the latest British barbering trends, including longer, textured styles and freehand techniques making their way to the United States.

"We see the Andis education team as a global unit, and we're looking forward to bringing the very best techniques, trends and flavor from Europe—specifically the heart of London—to ABS," said Jessica Zeinstra, Andis' Education Manager. "Darren and Kieron are amazing educators with decades of experience, and we know the crowd at ABS is going to love hearing from them about the looks from London that will be making their way to the United States."

Kenny is Andis' UK Lead educator and owner of three Baldy's Barbershops located around Buckinghamshire. He started his career at age 15 working at a unisex salon, and at age 21, Kenny decided to focus exclusively on men's haircutting. He most recently represented Andis at the Intercharm Beauty Show in Moscow, Russia.

Price is an International Educator and Platform Artist for Andis. He started his career as a hairdresser and later became an exclusive barber. Price has 13 years of experience and is a qualified barbering assessor and owner of RAW: Image barbershop in the UK. Price also teaches seminars at the London School of Barbering, is a founding member of the New World Barbers and a past winner of a British Master Barbers Award.

Kenny and Price will present at America's Beauty Show center stage directly before Andis' "Fabulous Fades" barbering competition. For more information, please visit: www.americasbeautyshow.com/register.



Kenny



Price

About Andis® Company

Andis® Company, a family held business founded in 1922, is a leading manufacturer of handheld tools to trim, cut, curl, straighten and dry hair. The company's products are purchased in more than 90 countries by barbers and salon professionals, consumers, hotels, motels, resorts, small animal groomers and large animal groomers and shearers. To find a local distributor, call 800-558-9441 or visit www.andis.com.

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