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**RESEARCH FROM WAHL® PAINTS NEW PICTURE OF HOME HAIRCUTTING**

*- More men taking matters into their own hands -*

**STERLING, ILL. (September 13, 2012)** – Guys looking for a new DIY project may want to look in the mirror. According to new research from Wahl, home haircutting--traditionally considered a family affair--is now more of a guy thing.

A series of Zoomerang studies conducted in 2011 and 2012 among more than 1,000 consumers revealed that 80 percent of home haircuts are now performed on adult males. Furthermore, some 30 percent of guys who don't cut their own hair are warming up to the idea. A new [infographic](#) from Wahl sheds light on what defines these guys who cut their own hair.

Not only are more guys cutting their own hair, but they're doing it more often. Over 70 percent of guys cut their own hair at least once a month while 42 percent do it twice a month or more. Comparably, those who get their haircut solely at a barber or salon wait an average of four to six weeks between cuts. Based on the higher frequency, Wahl believes that the lines between routine grooming and home haircutting have officially blurred.

"People want took their best at all times, guys included," said Bill Gassman, marketing product manager for Wahl's clipper division. "Research shows that guys don't want to wait for their monthly appointment to keep the look and length of their hair maintained. And with the tools available today, they're realizing they don't have to."

Time and money are key factors for cutting your own hair. More than 80 percent of guys who own hair clippers cite money and time savings as top reasons for using it. And understandably so—Wahl estimates that cutting hair at home once a month can save guys about \$216 and free up nearly a full day of free time per year based on the time saved traveling to and from and at appointments.

Today's on-the-go and on-demand lifestyles also play into why more guys today are cutting their own hair. According to Wahl's research, nine out of 10 guys who cut their own hair list the ability to do it whenever they want as a real plus. Convenience, in particular, is something Wahl is addressing through new product development.

The new Lithium Ion Clipper features the latest in battery technology and cordless operation to provide more power and an industry-best one hour and forty minutes of run time between charges. This combination, compared to conventional models that offer limited power and time of use between charges, gives guys the freedom to cut their hair anytime, anywhere.

"In today's culture of convenience, guys want to cut their hair on their terms," said Gassman. "That's why we're continuing to develop new and better tools that not only expand the boundaries of home haircutting, but make the process faster and easier."

Not surprisingly, guys who already cut their hair consider it to be easier to do than those who have not, 85 percent versus 28 percent. To make it as easy as possible, Wahl offers complete clipper kits that include a variety of accessories such as guide combs, scissors and detail trimmers. Wahl also has a haircutting how-to website, [www.wahlgreathaircuts.com](http://www.wahlgreathaircuts.com), which offers step-by-step instructions, tips and demonstration videos.

For more on Wahl products or home haircutting trends, visit [www.wahlgreathaircuts.com](http://www.wahlgreathaircuts.com) or check out the new infographic, "[Cut Your Hair like a Man.](#)"

### **About WAHL**

Now in its 93<sup>rd</sup> year, Wahl Clipper Corporation is an international industry leader in the manufacturing of products for the professional beauty and barber salon trade, consumer personal care and animal grooming. Headquartered in Sterling, Ill., Wahl currently employs some 2,000 people worldwide in Argentina, Australia, Brazil, Canada, China, England, Germany, Holland, Hungary, Japan, New Zealand, Russia, South Africa, Spain and the United States. Wahl products are available in 165 countries around the world. For more information about Wahl, visit [www.wahl.com](http://www.wahl.com).

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