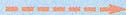


ONE Makeover

ONEPHILADELPHIA performed a makeover on one of our readers, Mike Brewer. Mike is a framer with a bit of a scruffy look. His girlfriend wanted to see a cleaned up version of Mike. We took him to "Groom" barber shop for men to give him exactly that. Our day at "Groom" proved that men can be pampered too.



Joe begins this makeover session by talking with Mike and making him comfortable. He notices that Mike has very thick hair and shows him styles he can

create with his hair type. He also discusses what Mike would like from a haircut which is a wash and wear, low maintenance style. Joe's vision is to shorten the length and thin it out, allowing for an easier style.



His hair is rinsed and styled. Joe finishes by shaving the "woffles" on Mike's neck with a straight razor for the clean look he went in for.



Joe begins with a shave. He first takes down Mike's goatee and mustache with an electric razor. He lathers Mike's face

first on wet skin and applies a hot towel to soften the hair. Joe then re-lathers. Beginning with a fresh blade, Joe proceeds to shave Mike's face with a straight edge razor. After the first shave, he applies shaving oil to skin which allows the blade to glide over very short hair.



Lather is applied again. The second shave is a closer shave. After the shaves, Joe applies an astringent and a second hot towel which he drags to the back of the neck for a short massage. Scented gel is applied along with a cold towel to close pores.



Hair and shave provided by: Joe the barber, owner & operator Groom The Philadelphia Building 1315 Walnut Street, Suite 119 215-545-5070 (appointments and walk-ins) Get pampered for around \$20 Makeover arranged by Allison Mundy Photographer: Tony Lankford



Tips: It is important to stretch the skin and shave along the hair flow (take notice of chafes and change of flow).



Tips: A double blade razor is plenty, a triple blade is overkill.

