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ANDIS® TOTAL LOOK COMPETITION TAKES CENTER STAGE AT BRONNER BROTHERS 70TH ANNIVERSARY BEAUTY SHOW
Barbering showcase challenges creativity with a head-to-toe look

ATLANTA, GA (August 2017) – The Andis Total Look Competition held at the Georgia World Congress Center Sunday, August 20 at the mid-summer Bronner Brothers International Beauty Show brought competitive heat to the main stage. The prestigious barber competition had 26 competitors from around the country vying for the three top prizes.

“We always look forward to the Andis Total Look Competition at Bronner Brothers because the barbers here really bring the passion,” said Karen Formico, Vice President of Marketing. “This competition is also unique because it not only showcases the art of men’s grooming, but also challenges the competitors to create a complementary fashion look, adding a whole new dimension of creativity beyond the hair.”

In front of a large professional audience, the contestants had to execute a complete haircut in just 30 minutes, using the Andis ProAlloy™ Clipper and GTX T-Outliner® Trimmer, in addition to a complete head-to-toe fashion look. Contestants were judged on technical execution of styles, originality, suitability and head contour and were required to remove at least a ½ inch of hair during the competition.

Andis Total Look Competition winners were:
1st Stanley Hosley of Nappy Headz in Jacksonville, FL ($500 in cash plus Andis tools) gift package.
2nd Jessie Austin of The Official Barbershop in Jackson, MS ($250 in cash and Andis tools)
3rd Matthew Sam of Champions Barbershop in California ($150 in cash and Andis tools)

For more information about upcoming competitions or information on the brand, please visit Andis on Facebook, Instagram or Twitter.

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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 shearsers. To find a local distributor, call 800-558-9441 or visit www.andis.com.