

Help the Guys in Your Life Spring Into Style this Season

Below is the transcript/translation for the video:

- The new trends that we have, and the models and hairstyles that are really easy to do and they can do by themselves
- But we are also going to teach their companions, so they do it for them, right?
- This is Emilio, and this is Liz, she is one of the models that I frequently use for all the things I do in this business, right?
- So, Emilio has a hair, like you can see, he has abundant hair but he has enough hair, but it's wavy, but is not too curly nor straight. With this hair... and he has a medium type haircut, a haircut that can look short and messy, that's the idea...that's it what is fashionable at the moment, messy and if you go to work or to the office, well..we can..ehhh...slick it back
- Let's start using it... we are going to....emmmm...a little wet first....right...and we are going to dry it. We are going to create the messy look
- I want you to observe what i'm doing...because...you are going to dry the hair fast...you don't have to set yourself too...you don't have to focus, remember that this is really simple, it's supposed to be easy for everyone.
- We are going to dry the hair as if we are going forward, ok?
- After we have that, we are going to use any type of dry wax, something that is not greasy.
- So this is what you are going to do... you put the product in your hand and you start lowering the hair to remove all the volume, because men hate all those hairs up, right?
- Try to apply most of the product in the hair tips
- I'm going to show you the rear, really messy...so the hair doesnt look wet...it still has volume and it looks dry, right?
- You can also do the slick back look
- With this look you will notice that you will see a lot of gel and you will see as if your hair is wet, ok?

- We will use the gel...
- So, what we do... from the tips, again you are not going to apply it in your scalp. Always try to apply these products at the hair's tips.
- And if you don't want to use a brush, because you don't want it to look so perfect...you can still do the slick back, which is called the slick back that doesn't need to be so combed nor perfect.
- If you want to do it more conservative, you can use a comb. Try to use a thick comb with separated bristles, right? Or a brush with separated bristles...you are going to comb the hair back... you can do it all back if you want, or you can do it to the side.
- So, well, until next time and remember that you need to respect your scalp y we have to make sure dandruff doesn't reproduce in the scalp...always using the Head & Shoulders line.
- I believe this line of products is incredible. I hope that you all respect you scalp as I respect mine.