



*Liz Ann*  
PROFESSIONAL SHEARS™

EDUCATIONAL PROGRAM



# The Problem

01

Deceptive marketing tactics and a lack of basic education throughout the shears industry, gives the average consumer a false sense of knowledge and product quality.

02

These sales tactics directly target the uninformed consumer, as well as inexperienced students entering the industry.

03

Those tactics paired with price manipulation, hinders the average consumer's ability to make a well informed decision.

LIKE A THERAPIST, HAIRDRESSERS ARE IN A POSITION OF TRUST, WE TRANSFORM NOT JUST HOW A PERSON LOOKS BUT HOW THEY FEEL.

*-Tabatha Coffey-*



# The Solution

*By Ann Professional Shears, A Company For Good.*

01

Knowledge is power.

Proper education on ALL things shears should be commonplace in the industry.

More often than not, the education offered is simply a style of hair cut.

Our educators teach propriety information not being taught in the industry today.

02

There is no wealth like knowledge.

Our educators undergo extensive training direct from our scissor smiths in Niigata.

An understanding of the basic components of shears or the required maintenance is essential.

But there's so much more for stylists wishing to expand their knowledge behind the chair.

03

An informed consumer holds the power!

An extensive knowledge is necessary for continued growth & success behind the chair.

Knowing different blade styles, their designed purpose, & using them effectively, is invaluable.

Our educators provide information that gives stylists the power to make an informed decision.



# Value Proposition

## Shears & Charcuterie

Ivy Ann Educators are trained to host Shears And Charcuterie™!

Held by our local educators, these events serve as a platform to engage with local stylists.

Shears And Charcuterie™ classes are always 100% FREE and we provide light snacks and beverages!

Our educators mission is to provide an inviting and comfortable atmosphere, where all feel welcome to engage and learn.

Ivy Ann Educators teach proprietary knowledge void of sales pitches and marketing tactics, not typically available to stylists..

The tools speak for themselves, how to properly use them, they do not.



# How it Works



Ivy Ann Educators undergo extensive training, taking a deep dive into the science behind Japanese shears.

This gives our educators a greater understanding of the tool they will teach about.

This dedication to education by our team, makes us truly special as a brand.

Shears And Charcuterie™ gatherings are organized and hosted by our educators in partnership with local salons, and schools.

Our educators build strong relationships within the local beauty industry, through honesty and transparency.

With an education first mentality, the intention is that no one leaves with a question unanswered.

\*All licensed professionals in attendance can receive a certificate, verifying completion of 2 continuing education hours.



# Single Origin

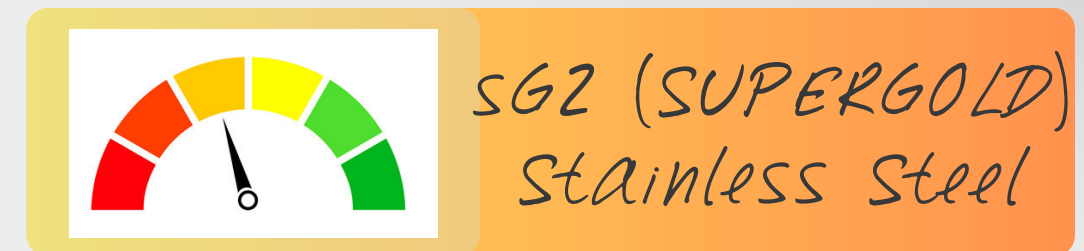
Ivy Ann Shears are ONLY crafted from Yasugi ATS-314 Stainless Steel.  
Imported directly from 1 of only 2, HSC compliant,  
Japanese made scissor factories.

"FROM SAND TO STEEL, IN THE CITY OF SWORDS"

*-Yamaonura Seisakusho-*

Ivy Ann Educators truly understand the value behind single origin shears.  
Our team has an unrivaled understanding for the superior quality of  
Ivy Ann Professional Shears.

Our unrivaled quality is only obtained when one establishment is  
responsible and dedicated, to the production of the scissor,  
from start to finish.





# What Next?

- Call us at 910-769-0355 to book a class with one of our representatives to discuss a date and time.
- Email our team at [info@ivyannshears.com](mailto:info@ivyannshears.com) to book a date and time that fits with your schedule.
- We also have a direct booking option available on our website at: [www.ivyannshears.com](http://www.ivyannshears.com)

WE'RE GROWING A COMMUNITY AND  
WERE CHANGING THE STANDARD.  
WE'RE ASKING FOR YOUR HELP  
DELIVERING A QUALITY, AFFORDABLE AND  
EDUCATIONAL BRAND TO THE MASSES.







# CONTACT US

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