



Fred 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 hair cutting techniques.

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

02

There is no wealth like knowledge.

Having undergone extensive training directly from our scissor smiths in Niigata, Japan, our educators offer an invaluable service to hairstylists wishing to expand their depth of knowledge behind the chair.

Knowing the basic components of shears, or the required maintenance is essential to cutting hair, but there's so much more.

03

An informed consumer holds the power!

Holding an extensive knowledge of different blade styles, their designed uses, how to properly utilize those specialty shears effectively, or even breaking down the steel types and how to identify them; is all information that equips professionals with the power to make an informed decision, necessary for continued growth and success behind the chair.



Value Proposition

Shears & Charcuterie

Ivy Ann Professional Shears educators are trained to host, what we like to call, Shears And Charcuterie!

These small gatherings happen in salons and cosmetology schools across the country and are held by local, licensed professionals, our educators. These events serve as a platform for our educators to engage with their local stylists and teach proprietary knowledge, not widely available in the industry. These educational 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 can feel welcome to learn and engage in the conversation.

Shears and Charcuterie allows our educators to teach and engage with stylists of all skill levels, in a relaxed environment, without the added pressure of sales pitches and marketing tactics. The tools speak for themselves, how to properly use them, they do not.



How it Works



"Knowledge is like a tool, and with all tools, its impact is within the hands of the user."
Dan Brown

Our educators undergo extensive training deep into the production and the science of shears, this helps bring a greater understanding of the tool. Due to this educational dedication, we feel our team of licensed professionals' knowledge, makes us truly special as brand.

Shears & Charcuterie events in and around the local community are organized and hosted by our educators in partnership with local salons and schools, thus building strong relationships within the local professional industry. These events are dedicated to an education first mentality with the intention that no one leaves, questions unanswered. Shears and Charcuterie events typically last 2 hours and all licensed professionals in attendance can receive a certificate, verifying completion of 2 continuing education hours.



Steel Quality

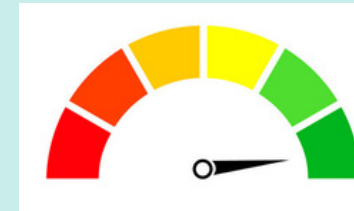
"FROM SAND TO STEEL, IN THE CITY OF SWORDS"

-Yamaura Seisakusho-

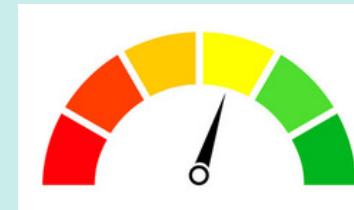
Our line of shears is comprised entirely of high quality, cold-forged, Yasugi ATS-314 Japanese Steel. We import our shears directly from 1 of only 5, HSC compliant, Japanese made, scissor factories.

We often refer to the phrase, from Sand to Shears, this is what we believe is directly attributed to the superior quality of Japanese Made, Ivy Ann Professional Shears.

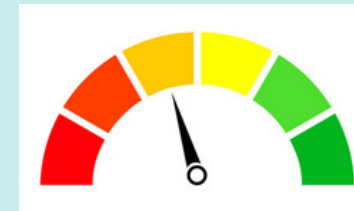
A quality that is only obtained when one establishment is responsible and dedicated, to the production of the scissor, from start to finish.



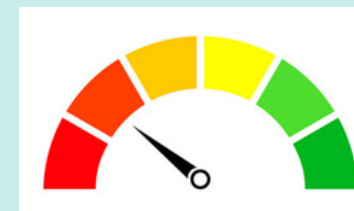
ATS-314
Stainless Steel



VG-10
Stainless Steel



SG2 (SUPERGOLD)
Stainless Steel



440C
Stainless Steel



What Happens Next

- Call us at 910-769-0355 to book a class or one of our representatives will reach back out in 1-3 days to discuss a date and time that works best for you.
- Email our team at info@ivyannshears.com to book a date and time that fits with your schedule or to extend any questions or concerns you may have.
- We also have a direct booking option available on our website at: 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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