

MIZANI AIRCUT



resource guide

MIZANI
TEXTURE LOVE SINCE 1991

THE LAST CURL-CUTTING METHOD YOU'LL EVER NEED.

NO FEAR. NO GUESSWORK. 100% RECREATABLE.

Say goodbye to curl by curl cutting!

Get **Mizani Aircut** certified to confidently cut coils, curls, and waves – it's exactly what your current and potential clients are seeking!



READY TO TAKE YOUR CAREER & TECHNIQUE TO THE NEXT LEVEL?

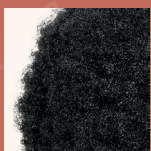
The Mizani Aircut certification will establish you as the texture expert in your salon and community; as well as increase your visibility to consumers with textured hair through our Mizani Aircut Stylist Finder.



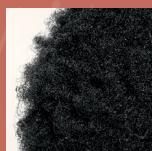
This versatile, solution-based, and recreatable technique will grow your expertise and set you apart as a stylist. Increase your revenue by investing in your potential, through completing the Mizani Aircut Certification.

This technique is designed to perfect your skills in **cutting all texture types**.

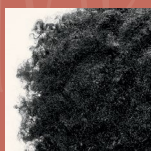
MIZANI TEXTURE KEY



TEXTURE TYPE 8
Zig-Zag Coiled
4C



TEXTURE TYPE 7
Very Coiled
4B



TEXTURE TYPE 6
Coiled
4A



TEXTURE TYPE 5
Very Curly
3C



TEXTURE TYPE 4
Curly
3B



TEXTURE TYPE 3
Wavy
2C-3A



TEXTURE TYPE 2
Open Waves
2A-B



TEXTURE TYPE 1
Straight to Minimal
Wave
1A-B

what IS THE MIZANI AIRCUT

A curl cutting method that uses 5 glide techniques to create air in the hair.

Before



After



VERSATILE. SOLUTION-BASED. RECREATABLE.

VERSATILE: The guest has the option to **wear their hair curly or straight** without notches that a curl-by-curl cut generates.

SOLUTION-BASED: Grounded in the science of how curls, coils and waves grow, utilize 5 glides to create effects that cater to the challenges of all texture types.

RECREATABLE: Each client receives a customized formula to ensure they get the look they love every time!

**WORN WITH
WASH N' GO**



**WORN WITH
SILK PRESS**



Why GET CERTIFIED?



No Fear. No Guesswork. Gain confidence in cutting coils, curls & waves.



A 100% Recreatable Cut. Recreate the look that your guest loves everytime.



Give your clients the option to wear their hair curly or straight. No notches. No choppy look.



Guests can locate certified stylists on our **Mizani Aircut Stylist Finder**, increasing visibility and maximizing revenue potential



Expand your clientele and services



Fill a consumer need in texture cutting (65% of the US population has textured hair)



Charge more for this service to increase your revenue!

EARN ≈ \$18,200+/year in **Mizani Aircut** services!

2 Mizani Aircuts/week x \$175* + service price

*service price depends on your region



Receive free access to all Texpert academy virtual courses

RECEIVE ≈ \$1000 of free education/year!

\$40 (average class cost) x 25 classes/year



Expand the #texturelove with our social media **toolkit here**

THE CERTIFICATION LOGISITCS

A 2-day live, hands on certification at a host salon, school, or SalonCentric Store.

PRICING

\$950 or **63,340 Level Loyalty** points

WHAT YOU RECEIVE?

1 Pair of 6" Texpert curved Aircut shears

1 Pivot Point Janet mannequin head

Aircut swag

Certificate of completion

Aircut workbook

VALUE

\$200

\$150

HOST A CLASS AT YOUR SALON!

A host salon will receive 2 complimentary tickets when the minimum of 10 stylists is met for the certification.

2023 CERTIFICATIONS



**SCAN TO SIGN UP FOR
THE CERTIFICATION**

stylist
testimonials

”

It makes my job easier
and allows me to
stand out as a stylist in
my area.

**Carla Marcelle Pagan,
Cleveland OH**



”

The **Mizani Aircut**
has made me a
standout texture
expert in my area.

**Taryn Ventura,
Tampa FL**



”

The **Mizani Aircut**
has changed how
I see hair on all my
guests no matter
what texture.

**Emily Dizazzo,
Andover MA**



”

The **Mizani Aircut** is
revolutionary in the
texture game.

**Gianne Nascimento,
Los Angeles CA**



”

Once they go **Aircut**,
they never go back.

**Jamal Edmonds,
Washington DC**



”

The **Mizani Aircut** has
allowed me to solve
challenges and consistently
maintain my client's looks.

**Felicia Bergmann,
Minneapolis MN**



COMPETITIVE CURLY CUTS

THE REZO CUT

2-Day Class = \$1500

5-Day Training = \$5000 (all classes, including color)

A dry, curl by curl cutting technique intended to optimize the volume, texture, and shine of curly hair.

What's different? The Rezo Cut is not recreatable.

THE FOREVER CURL CUT

2-Day Hands On Class + Digital Academy Sessions = \$3500

A dry-cutting technique, for the coiliest of curls, intended to maintain length and add volume to the entire head of hair.

What's different? In addition to creating air in the hair for volume, the **Mizani Aircut** can also be worn curly or straight, giving clients more versatility in their styles.

THE DEVA CUT

3-Day Class = \$1295

A dry, curl by curl cut which focuses on either sculpting each curl cutting in at an angle, so the curl pattern is not disrupted or utilizing the Deva Signature Waterfall cutting technique, a structured cut for longer waves and curls.

What's different? The DevaCut can only be worn curly, and it is not focused on higher texture types. Curl by curl cutting generates notches in the hair. The **Mizani Aircut** uses 5 glide techniques to allow clients to wear their hair curly or straight, in a seamless way.

THE OUIDAD CUT

2-Day Class = \$1099, prerequisites include:

- Curl Lab class (\$0)
- Curl Confidence class (\$50)
- Be a Ouidad retail salon

A wet-cutting technique that removes the bulk that causes "pyramids" and enhances the natural curl pattern.

What's different? Cutting curly hair wet is not optimal, as curly hair shrinks when dry. The **Mizani Aircut** is a dry-cutting method.

SBP MIZANI AIRCUT SELL-OUT FROM ALEX ESTOESTA

From the Washington Region (one of our top regions in selling Mizani Aircut Certification tickets)

CONSIDER A MIZANI KICK-OFF

I asked Mizani a few years ago to do an **intro class** that had some design and some PK. This got stylist and salon owners excited about Mizani. I understand this may not always be available but maybe offering a live virtual preview could be cool to introduce people to the brand.

UNDERSTAND EDUCATION NEEDS & INTEREST

I've always done planning meetings with my top salons and potential salons. I lead with Summit and education and do lots of discovery. **I will always ask what they need and then want they want in education.** I ask if they have specialists in the salon, stylists that want to become educators, deepen their knowledge or gain a new skill. I keep a list of salons and stylists that would be interested in the certification and when I have enough interest, I know I can bring it to the market.

HIGHLIGHT THE CERTIFICATION VALUE

When I talk about the class, I make sure to **emphasize the certification and the curved shears.** Stressing the value of both and how they can add it to their bio and charge for the new service. **They are adding a new revenue stream to their menu.**

HELP THE STYLIST BUDGET AHEAD

My general rule for education is \$100/per month, meaning I **will plan out 9-10 months in advance,** so stylists have time to save up and plan accordingly. The last time I did this it sold out in 1 day.

CONSIDER ATTENDING A CLASS YOURSELF

I've sat in two of the classes so being able to speak directly to how amazing the class is, has helped a lot.

THE MIZANI AIRCUT GALLERY



THE MIZANI AIRCUT BEFORE/AFTER



Before Mizani Aircut



After Mizani Aircut



Before Mizani Aircut



After Mizani Aircut



Before Mizani Aircut



After Mizani Aircut



Before Mizani Aircut



After Mizani Aircut