

AMERICAN CREW

Official Supplier to Men®

A STYLIST'S PERSPECTIVE ON: FIRM HOLD GEL



Tips from American Crew Educator Patrick Butler, National All-Star

“Simplicity is the key here. A lot of guys want something that will give them great hold without having to mess with their hair all day. Firm Hold Gel does that and a bit more.”

Tips from Patrick:

- Towel dried hair is crucial.
- Using a nickel size drop in your hands, work through the hair as if you are “shampooing” the hair again.
- Make sure gel is pushed through from scalp to ends. After working through, push hair into the style of choice.
- Firm Hold Gel sets up quickly, so push into place and then leave it alone.
- Blow drying with a comb or brush is not recommended, as the hold factor is quite high.
- Firm Hold Gel is recommend for hair that is aggressively short to a couple of inches long.

