



Number 4
High Performance Hair Care®



Geo Classics
Collection



Number 4 Hair Care and Charlie Price Create “Geo Classics”

A Collection of Geometric Inspiration

A celebration of geometric inspiration, Number 4 High Performance Hair Care and Charlie Price, stylist and two-time NAHA Hair Stylist of the Year, intersect to create **Geo Classic, a collection of simple yet precise shapes that form three classic cuts**—Vertex (long layers), Defraction (shattered graduation) and Linear (square shag).

Geometric shapes represent the basic building blocks of everything that can be seen. Like these simple shapes, Number 4 signature **Geo Classic cuts are timeless and tasteful with lines that create structure and intrigue.**

Charlie Price, known for his professional creativity and impeccable style, has designed these beautiful compositions with forever in mind. **The Geo Classic cuts transcend any era with lasting appeal that can be returned to even after a long journey through passing trends, seasonal runways or celebrity-inspired styles.**

Professional stylists can make the Geo Classic cuts a part of their repertoire. Training opportunities will be available through Number 4 and Charlie Price.



VERTEX—Long Perimeter Layer

Prep hair with **Hydrating Shampoo** and **Hydrating Condition**. Mist **Super Comb™ Prep & Protect** in damp hair prior to sectioning.

Sectioning—Part front to back at the top of the ear, and in half from the middle of the front hairline back to the middle of the nape.

- ✂ At the back perimeter, establish guide using no elevation over direction or tension. Complete the back, then incorporate the sides in the same manner.
- ✂ Working off of a middle part, take a diagonal back parting.
- ✂ Cutting T to the part, establish the front perimeter guide for the layering using forward graduation.
- ✂ Continue all the way through the head until you reach the middle of the back of the head on both sides, then bring all hair in front of the shoulders. Once the hair is in front of the shoulders, cut the layers below the chin; cut in a freehand c shape for fluid blending.
- ✂ After the hair is dry, diffuse the bluntness at the ends. Blend and reduce bulk by alternating between large slices with the regular shears and texturizing with the thinning shears.
- ✂ Finish the look by blow-drying using **Blow Dry Lotion**. Once hair is dry, use **Fluoro5 Restore & Repair Oil** to touch up and smooth the hair. Lock in and set style with **Mighty Hair Spray**.



How to Get The “Geo Classics” Looks



DEFRACTION—Shattered Graduation

Prep hair with **Volumizing Shampoo** and **Volumizing Condition**.
Mist **Super Comb Prep & Protect** in damp hair prior to sectioning.

Sectioning—Separate hair front to back at the top of the ear and from the middle of the hairline to the middle of the nape.

- ✂ Section out the area for the undercut—it will occur below the occipital in the back and below the temple in the front.
- ✂ Scissor over comb the entire undercut. Make sure there is no ledge at the top portion of the undercut.
- ✂ For the top portion of the cut in the back of the head, use a diagonal back design line divided in the middle (this will create a V shape in the back of the head). Instead of cutting bluntly, slash into the hair for a serrated shattered line at the perimeter.
- ✂ Round off the corners of the interior of the back of the haircut by using pie shaped sections. Continue to cut a shattered line.
- ✂ Use a diagonal forward design line in front of the ear—cut the perimeter line in the same serrated or shattered way as done in the back.
- ✂ For the interior of the cut in front of the ear—again in the same manner as done in the back—pivot around using pie shaped sections to remove corners.
- ✂ After the hair is dry, use deep slices with the regular shears and texturizing with thinning shears to reduce bulk. Blend and diffuse the ends.
- ✂ Finish the look by using **Styling Foam** at the roots. Apply **Support Solution™** to damp hair and blow-dry. Lock in and set style with **Non Aerosol Hair Spray**.



“ I love the Number 4 products! They have wonderful aromas, classic chic (but still cool) packaging and timeless appeal. With that inspiration in mind, I wanted to create a collection of three elemental commercial cuts that would be a great introduction to the brand. Whether they be presented to a client, hairstylist, or salon educator, I wanted them to be versatile. We styled each cut three or four different ways and also added a few long hairdressing looks. My hope is that these styles will be ones that will stand up to the test of time— a collection that remains beautiful in 10 years or more. ”

—Charlie Price



LINEAR—Square Shag

Prep hair with **Hydrating Shampoo** and **Hydrating Condition**. Mist **Super Comb Prep & Protect** in damp hair prior to sectioning.

Sectioning—Separate the hair from front to back at the top of the ear and in the back of the head down the middle from crown to nape. In front of the ear work off of a side part.

- ✦ At the back of the head, start the guide using no over direction tension or graduation. Complete the back half of head.
- ✦ To address the interior part of the cut behind the ears, divide the back of the head in two sub-sections: one above and one below the occipital. Work below the occipital first starting at the center of the subsection—use a traveling guide from side to side to remove bulk through layering. When you reach the curve of the head, you will over direct each section into the previous by pulling the hair straight out from the head. This will create a square layering technique and preserve length behind the ear. Do the same above the occipital in the back.
- ✦ Switching to the front, use the side part and take a diagonal back parting. Cut the hair T to the part to create the face framing layers. Once you move below the chin, use a C or scooping freehand line to preserve length. The hair will be more layered on the light side of the part, with an asymmetric long fringe on the heavier side.
- ✦ Using pie shaped sections, blend and remove weight from the interior and pivot around the head—one side, then the next.
- ✦ After the hair is dry, remove bulk. Blend and diffuse the ends by alternating large slices using the regular shears and texturizing using thinning shears.
- ✦ Finish the look by using **Blow Dry Lotion** cocktailled with **Firm Hold Gel** and blow-dry. Add texture and separation to dry hair with **Texture Styling Crème**. Lock in and set style with **Mighty Hair Spray**.



About Charlie Price

Charlie Price is one of the most recognizable faces in the North American salon industry. His performances as a popular platform artist and educator are filled with smart soundbites, useful information and quick, easy techniques for the salon, all delivered in his fun, irreverent style. Charlie has had his photo work published world wide and has collaborated with several top haircare manufacturers. Price is also known for having won many industry awards. He is a two-time NAHA North American Hairstylist of the Year award winner in 2002 and 2008 (the first American to do so), the first ever NAHA People's Choice award winner in 2011 (he has a career total of 23 NAHA nominations) and he was named Canadian Mirror Awards International Hairstylist of the Year in 2007 (a title which he has been nominated for 6 times). Charlie trained under runway hair masters Guido, Serge Normant and Eugene Souleiman in Milan on fashion shows such as Dolce & Gabbana, Prada and miu miu, and in NYC on fashion shows such as DKNY, Ralph Lauren, Calvin Klein and Marc Jacobs. He went on to be lead hairstylist at New York Fashion Week for designers such as Peter Som, Jeremy Scott, Imitation of Christ, Catherine Malandrino, Matthew Williamson, Cynthia Rowley, Benjamin Cho, Charlotte Ronson and Jason Wu, among many others. Charlie also made a memorable appearance as the villain on Shear Genius 2 for Bravo TV which aired in 22 countries.