

THE KENNEDY'S BARBER CLUB GUIDE TO THE MANLY MAKEOVER

You brush and floss. You use antiperspirant. You make sure you're wearing a clean shirt, and chances are it maybe actually matches your pants. You shave every day and visit the barbershop when your hair starts to resemble a small, furry animal. Maybe you even work out. But beyond those very basic basics, you probably don't give all that much thought to your appearance. And why should you? You've got bigger things to worry about. Like your job. And golf.

We understand your predicament. You're a guy. We're guys too.

But that's the whole problem. Because you're a guy – because you probably don't obsess over every little detail of your appearance at each and every moment of the day -- your look might be stuck in a rut.

Seriously. You could be in one right now and not even know it.

So how do you find out? Well, for starters, take a good look in the mirror. And ask yourself these Very Important Questions.

#1. Are you sporting the same 'do that worked wonders with the ladies back in high school? Even if you graduated in 1988?

#2. Are you wearing the exact same style of shirt you've favored for the past...say...15 years? And we hate to have to ask, but does it go beyond being the same style? Have you actually been wearing the same shirt for 15 years???

#3. Do you resemble, in any way, shape or form, Kenny Powers from "Eastbound and Down?"

If you answered "yes" – or even "maybe" – to any of those questions, we have some sobering news for you, friend. You need a makeover.

Now before you lock yourself in the TV room with the Steelers and a case of beer, hear us out. A makeover doesn't have to be some frou frou Tyra Banks thing with mud masks and eyebrow shaping. A guy's makeover can be very...well...manly. Provided you go about the makeover process in the right way.

First, and this is very important – DO NOT ask any of the women in your life to make you over. You want to look like you, only updated. Not someone who was just visited by the team from "Queer Eye for the Straight Guy."

Second – consult some reputable men's style magazines for a few ideas, or just check out websites like www.menshealth.com/style or www.gq.com/. Remember, the idea is not to completely duplicate the looks you see, but to get an idea of what might work for you. A style of jacket, or a new t-shirt cut. Nothing drastic. Just more modern, stylish versions of the kind of stuff you like anyway.

Lastly and most importantly, talk to a barber – we, of course, recommend a Kennedy's All-American Barber Club™ pro - and let him or her know you want to update your look. An experienced barber will know what will and will not work with your face shape, with your hair texture and with your general look. He (or she) will know how to keep you looking like you. Only in this decade. Not the one where Guns 'n Roses was popular.

For the ultimate male makeover, drop by your local Kennedy's All-American Barber Club® - where they guarantee "The Best Haircut and Straight Razor Shave You've Ever Had or It's Free"™. Visit their website at <http://www.kennedysbarberclub.com> to find the nearest Kennedy's location near you - and if you're in a moneymaking frame of mind, check out the great franchise opportunities available.

Oh, and if you're not an "Eastbound and Down" viewer...this is Kenny Powers...

About the Author

Kennedy's All-American Barber Club® is a Franchise Concept for discerning gentlemen who are looking for an experience that is the polar opposite of your everyday haircut from the "big chains." Like most gentlemen, the founders felt out of place at the salons frequented by their wives and the local strip-mall walk-in "chop shops," so they decided to create a place where they would ENJOY getting the grooming services they need . . . rather than dreading it. While most hair salons cater to women and children, Kennedy's All-American Barber Club® caters to discerning gentlemen looking for a fine grooming experience with the old-world charm of your father's barbershop. Offering the finest in haircuts for men, the lost art of straight-razor

shaves, and a modern selection of grooming products, Kennedy's All-American Barber Club® is sure to be your favorite sanctuary to relax and enjoy The Best Haircut and Straight-Razor Shave You've Ever Had, or it's Free™!

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