



*The Jen-uine Dry Cut™: How to Be A Cut Above The Rest is a manual designed for professional stylists and students. Learn to create customized cuts as original as each person you meet, so that every client leaves satisfied, every time.*

## **The Jen-uine Dry Cut™: How To Be A Cut Above The Rest**

By Jennifer Brumm Lancia

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*We do not wear our hair wet, so why would we cut it wet?*

HOW TO BE A CUT ABOVE THE REST

THE  
JEN-UINE  
DRY CUT™



JENNIFER  
BRUMM LANCIA

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## **And Who Are YOU?**

Before I delve more into the art of dry cutting, and why I believe every stylist should at least give it a try, let's take a look at who you are.

- You are a stylist already established in the industry who is open to learning new techniques. Maybe you enjoy dry cutting at the end of a traditional wet cut, and you want to learn more about this cutting-edge technique. You are passionate about what you do, and you want to find a way in which every client who sits in your chair leaves happy.
- Maybe you work at a busier salon, and you are kept on a strict schedule. You feel as though you are not getting enough time to perfect your work, and you are not completely satisfied with the outcome because you are feeling rushed.

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- Maybe you work more slowly, and find it impossible to do a cut in 30 minutes or you crave a more private setting or more of a “drama-free” atmosphere in which to work. Most importantly, you want to do the best work that you can do and you want to grow as a stylist. You are searching for different ways to achieve this. You know that the techniques you’ve learned in school are just the beginning, and there is so much more out there for you to attain. You yearn to help others while doing your craft and want to find an approach that works best for you to achieve this end goal.
- You are a stylist-in-training who feels that there is something more than what you are learning from the textbooks. Maybe cutting wet does not click with you, or you are more of an abstract thinker than others in your class. You know you are an artist, and you are searching for the fuel that ignites your enthusiasm for doing hair. Do not give up now, because the possibilities are endless. You do not have to do hair exactly how you are taught in school. Keep searching, and you will find the approaches and cutting methods which work best for you.
- You might be thinking of going to cosmetology school, but are unsure if this is the right step for you. You feel hesitant because of what you think being in the hair industry entails. This book is a wonderful

place for you to start, because it will open your mind to possibilities that not many talk about: approaches and techniques that you did not even know existed.

As hairdressers, one of our basic roles is to make others feel better about themselves and to give them looks that will give them a lift. Being a hairdresser is actually a very challenging job, which includes a lot of responsibilities. Some think it is an easy job, and this could not be farther from the truth. We need a wide range of competencies such as math, chemistry, time management, people skills, communication and listening skills, and many more – in addition to our craft.

And we all need the support I was so fortunate to get from my mentor. Especially if we are fueled with passion, sometimes the only thing stopping us is a lack of confidence. We need encouragement, and the understanding that a non-traditional approach is just fine.

That is what sets us apart as artists. Wouldn't hair be boring if we all did the same technique? I encourage you to “do you” behind the chair. Be the unique artist that you are deep inside. While considering the facts and knowledge that you gained in school, try and look at your next cut without labels.

Let your creativity take over and generate your vision. Do not worry about the “type” of haircut you are doing; rather

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try focusing on making your vision come to life on whomever is in your chair.



## **Wet Cutting vs. Dry Cutting: The Major Differences**

Wet hair truly is much easier to cut because the strands group together: one of the reasons why it is so much faster. You are following a system provided for you in school with definitions of the types of cuts you are doing. While this technique is successful for so many, it is just not for me. My cuts have to connect, flow, and naturally work. I cannot envision that happening if I cut wet.

Wet cutting is what almost everyone knows. As you learned from the cosmetology textbooks, there are four types of cuts:

1. The  $0^\circ$  haircut is also known as the “Blunt” or “Bob” cut.
2. The  $45^\circ$  cut is also known as the “Wedge”.
3. The  $90^\circ$  cut is also known as the “Layered” haircut.
4. The  $180^\circ$  cut is also known as the “Shag” or the “Reverse Elevation”.

These four cuts specifically, and wet cutting in general, are all about strict sectioning, elevation, lines, graduation, and control. With a wet cut, the formulas used simply do not accommodate for the way the hair *really* looks.

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Wet cutting is a technique in which the client comes in and gets their hair washed, cut, and then styled. As you know, the wash and blow dry take time. This leaves very little room for the cutting process, especially if you have only 45 minutes (or sometimes less) to do it all.

Do you ever notice how with a traditional wet haircut, you sometimes dry your client's hair, and then go back over it again with the scissors, trimming here and there? You are cutting the pieces that were not accounted for when the hair was wet. Doing it dry to begin with eliminates the need for this "fixer work." It makes your job so much easier to cut it dry from the beginning. You will find the whole cut flows more smoothly from start to finish.

Shaping and trimming the hair after doing a wash, wet cut, and blow-dry is not a true organic dry cut. It is more like a finishing touch. A true dry haircut is much more complex than a traditional wet cut.



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