



# How Graff\*Etch Began

Hello! My name is Linda Eisner and I am the founder of **Graff\*Etch** Hair Pencils. After working for over 30 years in the cosmetics industry, I have become an expert in cosmetic pencils. I used my knowledge in cosmetic pencils to create Graff\*Etch for coloring in hair art.

The idea of **Graff\*Etch** came to me at Premiere in Orlando in 2009. I was exhibiting my natural eyeliner brand called Pencil Me In. At the show, several barbers appeared at the booth to purchase my eyeliner pencils. It turns out that Major League Barbers & Nieves Almaraz were creating designs with their clippers and wanted to use my eyeliner pencils to color in the designs. The hair art they made looked amazing!!



Before this, professional barbers were using children's face paint, pastels, markers or 99 cent store items on their clients. This shouldn't happen – proper tools are needed! At first, I thought my eyeliner pencil brand would be perfect for hair art. But while experimenting, I discovered even extraordinary cosmetic pencils do not meet the special requirements for application on short hair and on the scalp. At that moment, I realized I had to make specialized pencils for hair.

## Shopping Tips

When you shop for hair art supplies, there are questions you need to ask: Is this product made for hair art? Is this product safe to be applied on a newly shaved sensitive scalp? Is it hygienically wrapped? Will the color wipe right off or will it be long lasting? Does the color glide on effortlessly or will the color drag & hurt my client's tender head? Pencils may look alike but it's the formula that makes all the difference.



Inside my e-book, I will explain the differences in pencils, how to choose pencils, and what makes **Graff\*Etch** a great pencil. I will share tips on how to use **Graff\*Etch** color pencils and how to blend color. More importantly, I will explain how creating designs will build your business. You will learn how to get rich creating hair art!



Check out more Graff\*Etch pictures on Instagram @graffetch and at [www.graffetch.com](http://www.graffetch.com).

## Hair art and Graff\*Etch

Hair art was once considered a fad but has now become as popular as tattoos and body art. When barbers and stylists create hair art, their designs can be geometric design, sports & company logos, even cartoon characters and famous faces. Hair artists are incredibly talented. Some barbers and stylists use their imagination or have a vision in their mind. Others duplicate from pictures and or use stencils. **Graff\*Etch** is the perfect tool to create and develop these designs and bring them to life!



# What is Graff\*Etch?

**Graff\*Etch** is the hot trend-art of filling in a hair pattern with colored pencils. The name came from combining graffiti and barber etching. Graff\*Etch pencils are specifically designed for tagging, tracing and filling in barber etchings with bold, bright color.

When creating hair art, designs are etched onto the scalp with a trimmer. A straight razor can also be used for fine details. **Graff\*Etch** pencils color in the hair design to enhance & make the designs stand out. The pencils can also be used to pre-draw your designs before etching them out.

**Graff\*Etch** pencils are 7 inches long and have a pencil sharpener built into every pencil cap. There are 5 color packs to choose from. The original colors, the neon colors, all black, all white & a combination of 4 black/4 white pencils. Each pack contains 8 pencils, 8 sharpeners and a poster. The formula is blendable so additional colors can be created by combining colors. Enhance your creativity by blending colors.

Regular pencils do not work like **Graff\*Etch**. Our pencils are specifically designed to be used in the hair and on the scalp. They stay put, the color is waterproof and sweat proof and they can be easily removed with shampoo or a cleanser. The formula was created for a newly shaved sensitive skin.

**Graff\*Etch** pencils are fragrance free, non-allergic, Paraben and petroleum free. Do not be fooled by imposter brands that may look like **Graff\*Etch** or claim to be for hair art. I know what makes a great pencil and will continue to share my knowledge with you.



# Choosing your color pencils

You will receive varying results with different pencil brands because not all pencils are created equal. Some brands will tend to look a bit chalky when blended and don't smudge easily, while others have a softer wax base, which makes them a little more transparent and malleable. In high quality pencils with a lot of pigment, you'll also notice that some colors blend more easily due to the type of pigment they contain, with some being drier or more granular or opaque than others.

You can spend your money experimenting and see how other brands behave, or you can choose **Graff\*Etch**. Here is a quick **2 minute test** to help you choose a proper hair art pencil. On the back of your clean hand, liberally apply a fat line of color pencil. Wait 2 minutes and let the color set. Without using any oil or cream, try to wipe off the color with a tissue. If the color completely removes, it will not last on the skin. **Graff\*Etch** pencils are highly pigmented & will pass this test every time. Seeing the **Graff\*Etch** name, takes the guess work out. You can trust our formula to perform for your hair art needs. Don't be fooled by inferior brands. If it doesn't say **Graff\*Etch**, you don't know what's inside!



# How to use Graff\*Etch??



wood shavings. Cotton swabs and a toothbrush type brush are handy for blending of colors.



the perfect surface to draw on. The color pencil will glide on effortlessly, you will use a lot less pencil and the pencil will be longer lasting on the skin. Plus the color of the pencil is intensified on the skin.

**1. Removal of the shrink wrap:** Every pencil is sealed in shrink wrap to be hygienic. To remove shrink wrap, hold the pencil firmly in one hand and twist the cap counter clock wise so the blade is not going to sharpen the pencil as you are twisting. The shrink wrap will snap apart. Gently remove the plastic from the sharpener cap. The plastic will slide off the barrel without much effort. Dipping the pencils in alcohol & disinfectant is not required if you sharpen your pencils between clients.

**2. Sharpening of the pencils:** For your convenience, each pencil comes with its own built-in pencil sharpener. Insert pencil into sharpener & make one full turn, pull the pencil out of the sharpener completely & check pencil point. Sharpen the pencils to a blunt point using half turns so not to waste the core color. Do not keep twisting or you are just chewing up the pencil and wasting it. The black tip of the sharpener is easily removed to help remove

**3. Once the design is cut out:** Apply a thin layer of non-greasy pomade or hair glaze over the entire design area. Blend it in completely to cover the scalp and short hair. **Jesse Lima of Xotics** uses & recommends, Sweet Jamilah Shea Glaze as his base before color. This application gives the color something to adhere to. Like an artist's canvas, you need to prepare it before you paint. Pomades create



**4. Coloring with Graff\*Etch:** Use Graff\*Etch pencils to pre-draw your design before etching them out. Use the pencils to fill in hair lines, beards and create sharp angles. The white pencil can be used for highlighting a design. The black pencils can be used for contouring and creating depth. The pencils can be used for marking the head for spacing purposes. For example if you are creating a logo, use the pencils to space each letter to make sure you don't run out of room. Use the tip of the pencil for fine detail work and the side of the pencil to fill in larger areas.

#### 5. After you're done - how to remove color:

**Graff\*Etch** pencils will stay put until you want to remove them. They are waterproof and sweat proof. I designate the right side of my head for hair art and keep that side very short all the time. When my Long Island barber **Levar Broughton from Trimz Barber Shop** in Freeport creates a design on me, I need it to last as long as possible. Especially when I am exhibiting for several days in a row. In the shower, I have washed the top and left side of my head with shampoo careful not to disturb the design. The color has stayed perfectly. The design will not run if splashed with water or if you are dripping with sweat. Once, I jumped into a



swimming pool and the design stayed fine. **Graff\*Etch** is not semi-permanent color. To remove, wash it out with shampoo or a cleanser. One washing and the color will be removed.

# Graff\*Etch Tips and Tricks

## Application tips:

1. Temperature can affect application. Ideally pencils should be applied at room temperature. If the pencil core is cold, warm it up in your hands before applying or draw a few lines on the back of your hand before using. Conversely, do not leave your pencils next to a hot trimmer or any other heat source.

2. Great use of broken pencil points and pencil shavings: With a small brush, these pieces can be used to color in larger areas.

3. Wipe off the pencil tip to keep it clean if you do not want colors to blend. This tip is especially helpful when outlining a design with white pencil.



## Layering Color

Blending and fading colors into each other on the scalp is easy. Follow the rules of the basic color wheel to blend colors. For example, red, blue and yellow are primary colors. These 3 colors cannot be created. Secondary colors like pink, purple and green can be created by combining 2 colors. For example, to make pink, start with white and then blend in the red. Add blue to red and make purple. Start with the lighter shade first. When a gradual change is needed, start off with a slight overlap in the middle of two colors and then progressively overlap each layer a little further. You can use a small blending brush or cotton swabs to help blend colors without adding any additional pigment. Graduate the colors for a rainbow or 3D effect. I often draw on the back of my hand to see how colors will blend together before applying on the scalp. Once you crossover to working with color, I know you will get hooked. Color enhances designs; just like adding color to a tattoo.

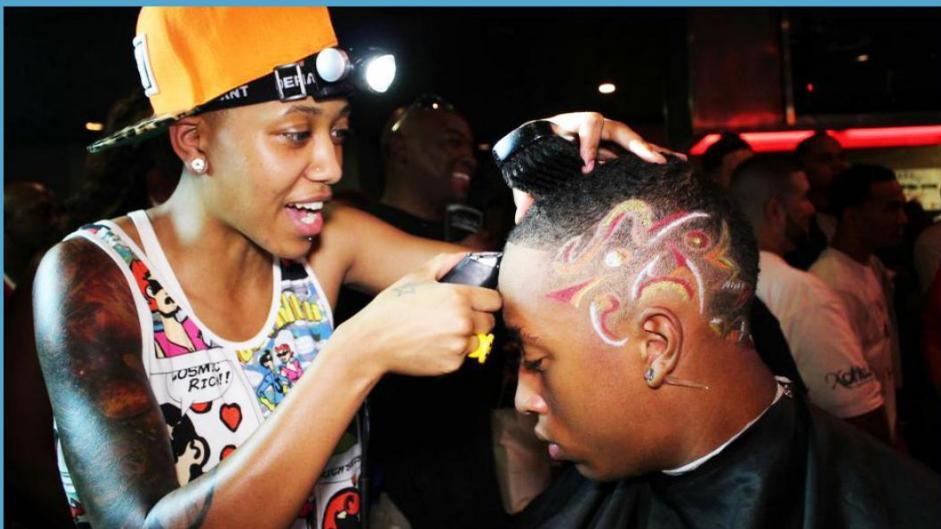
## Make more colors by blending colored pencils

Gradually building layers of color will help the color last longer. Draw lightly with a color and blend it in. Then continue your artwork with another color, go back later and draw over it again to enhance the color and let it set. Then color in a third time and the color will be more vibrant. My technique allows you to change your mind about placement of

color. The color will remove easier if only a thin layer of color was applied initially. The biggest mistake is applying too heavy a layer first.

## How to seal the color and make it last

After color, completely cover the design and surrounding areas with spritz or hair spray. **Germaine Walker of CuttN Up** in Leesburg, FL uses and recommends Black Solutions Climate Control Anti-Humidity Spray to make the color last longer. Hold the spray far enough away to seal the design but not to drench it or create drips. Let the spray completely dry naturally or with a blow dryer. Apply a second coat and let dry completely. If you smooch your head into a pillow, some of the color may come off on your pillowcase and the design may smear. The spray sets the color and helps hold it in place.



## Why create hair art?

Barbers are amazing artists and being able to color-in hair art takes the design to a new creative level. In my travels and speaking with thousands of barbers, I run into several scenarios and excuses (not reasons) why hair art may not be for them. Which one fits your shop?

1. My clientele is old school and this is not for my shop.
2. I am an established shop, booked solid every day, all day and don't want to spend the extra time creating hair art. Why should I, I make my money!
3. I want a hip & cool shop but I have old barbers working here with an established clientele.
4. I just started in my shop and need to build by clientele.
5. I have a few clients that request designs.
6. We do hair art designs all the time!

I want you to see what I see. Barbering is a huge untapped cash market. Besides being attached to the music industry, barbers are everywhere. Towns across America have 2-10 barbershops. About 5-10% of the barber industry has been exposed to hair design as it is worn today. If only 1 barber shop per town chooses to create hair art, that's millions of shops nationwide. Attendance in barber/cosmetology schools is at an all-time high. Traveling barber educators have created hair art design programs and they are being added to school curriculum.

The stereotypical barber is fading away. Barbering is cool! Conservative business people are asking for hot new looks. Due to the sudden increase in popularity, health and beauty distributors have started to track barber sales as a separate category. Previously they were grouped with other departments and were unable to be tracked. Major companies are now creating "barbering" divisions and separate catalogs & seeking innovative products like Graff\*Etch. So I ask you, Do you still want to be one of the shops listed above?

# Double your Income?

How *Graff\*Etch* and hair art can double your income??

**Graff\*Etch** is on the forefront for providing the barbers and stylists with the tools they need to be even more creative and make big money.

Hair Art has a wonderful “wow” factor. The initial “OMG” quickly turns into fascination, that’s so cool and I know someone that wants this. Everybody that sees it, comments on it. It’s an automatic conversation starter and therefore a perfect advertising tool! Most businesses could use a burst of energy and a way to bring more customers into their stores.

**Graff\*Etch** designs can be created as often as you get a haircut. The options are endless and so is the income potential. Hair art is not just for kids. Women are joining in and asking for their hair to be buzzed down on one side of their head. Then designs like stars, hearts, and lightning bolts are etched in. The A-symmetrical hair cut has become extremely popular which is perfect for designs! **Graff\*Etch** has been featured on **Dancing with the Stars**. **Ceelo Green** had a design drawn on his bald head in a few episodes. We are starting to see hair art at sporting events, in commercials and in the movies. Barber TV shows are being created. Walking advertisements is a fabulous way to get people talking. Speak to the owner of a local store and ask them if they would be interested to get the neighborhood talking about them!



Ask them what items they would like to promote. Explain that **Graff\*Etch** is the newest way to advertise products and you would like to help them increase their sales. Tell them you will **Graff\*Etch** their stores logo or a design onto a few models heads and have the models promote their business. Perhaps the owner would like to create a handout or something that the models can talk about when they are stopped and asked about their hair art. The store owner will pay you for the hair art and the models for their time.

Creating walking advertisements gives you the ability to make money and advertise your craft while helping neighborhood companies grow. Start off with small stores and work your way to the big ones. You can also create walking advertisements for your own shop and have the models hand out your business cards. Get rich creating walking advertisements for events, promotions and grand openings. Corporations have huge marketing budgets and are easier to accommodate than superstars! You will be working smarter not harder. Directly & indirectly, these techniques will build your business. Walking promotions will make barbers and stylists be in even more demand!

## How to bring Hair Art & **Graff\*Etch** into your shop

1. Post pictures in the shop of hair art. Taking photos with your phone doesn't allow waiting customers to see your designs. When one kid sees his friends' photo on the wall, he will want what his friend has. Pictures & word of mouth is the easiest fastest way to grow your business.
2. Make it known that your shop does hair art.
3. A \$1 a minute is a convenient way to gauge how to price hair art.
4. Schedule appointments so nobody is left waiting.
5. Don't alienate your regular current clientele. Create a way to mingle old & new.
6. If you personally don't want to create hair art, bring in a barber that does.
7. Give the shop a new inexpensive look. Freshen it up. Paint & fix or replace torn chairs. Start the transition.
8. There are many "how to create" hair art instructional videos on YouTube, online and at GraffEtch.com.
9. Take a refresher class at the local barber school to get motivated & psyched.
10. Attend a Hair Show or barber battle to learn about the latest and greatest products & techniques.
11. Stay connected and network with other barbers and stylists at: [www.BarberShopConnect.com](http://www.BarberShopConnect.com) and with the [ScissorSaluteShow](http://ScissorSaluteShow) on Ustream Monday nights.

# What's next?

I would like to ask you that question? What issues are you facing? Is there anything I can help with? Are there products you are looking for? Are you looking to build your own brand? Do you have an idea that you would like to discuss? Would you like a consultation? I have over 30 years' experience in building brands and private labeling. I welcome discussions and offer free advice. Contact me at [Linda@qualitypencils.com](mailto:Linda@qualitypencils.com)

## Classes

If you are seeking professional licensed barbers to teach classes in your area, our traveling teams can assist. Here are a few: Contact Linda Eisner directly for more information & additional teams.

### Learn Graff\*Etch with Jonathan Cifrèdo

Hair art has evolved and is recognized by professionals nationwide as the ability to communicate creativity on a live canvas. Cifrèdo is our national education coach whose emphasis is on persuading individuals to believe in their creativity, expose their talents and commit to being disciplined in their leadership abilities. As the founder of Barbering Education™, the core focus is to utilize barbering as a tool to relate the message bridging the gap between clients and the real world. With our hands-on training, relatable information and precise passion planning the future, you will become eager to implement the techniques and disciplines ensuring confidence in achieving your dreams. It begins and ends with YOU!

My plan is to encourage you to step out of your comfort zone.

1. Education. You should be learning as you grow.
2. Exposure. Competitions, Show Casing, etc.
3. Retail. Involving your local community.
4. Re-Sale. Become an ambassador and share your gifts and talents.

Want to learn more or schedule a class? Contact: [cifredo@barbersalon@gmail.com](mailto:cifredo@barbersalon@gmail.com) or call 724-993-7425.

## Barber Love

Barber Love® believes "When you grow, the Industry grows", and utilizes various avenues to ensure personal and professional development in the field of barbering. As the CEO and Founder of Barber Love® LaDon Quivette has been showing and sharing her skill set and knowledge for nearly 17 years. Her platform has included beauty schools, platform work at conventions, in-person classes, seminars, and workshops that have enhanced others culturally and vocationally within the field. The educational services also include demonstrations, exhibitions, panel discussions, on-line classes, motivational speakers, and one-on-one mentoring. There are other phenomenal Barbers/Stylists on the educational roster and depending on your location, arrangements can be made to secure your growth in the Industry as well. For more information please email inquiries to [info@barberlove.com](mailto:info@barberlove.com)

## A. What are you waiting for?

Until Graff\*Etch pencils were developed, barbers and stylists were drawing in hair patterns with whatever type of colored product they could find. They tested all kinds of things. Some products worked but none of them were ideal. The color selection, staying power, ease of application and cost were the main obstacles.

I discovered that quality cosmetic pencils don't have to be expensive to be great. Graff\*Etch pencils are very different from ordinary eyeliner pencils. Graff\*Etch pencils have the proper combination of texture, richness of color, and ease of application. Plus there is a convenient pencil sharpened as part of each pencil cap.

# Dedication

I would like to dedicate this book to my precious husband, Mike Eisner. With his endless love and tremendous support both financial and mental, I have been able to persevere as an entrepreneur. You are my rock, my partner, my love and my best friend forever. I would also like to thank my parents, Lorraine and Arnold Rosen for teaching me such a strong work ethic. No matter what the challenge, keep moving forward & never give up. I am so grateful for their unconditional love and support.

To my mentors, colleagues, friends and the rest of my wonderful family who constantly supported me in all of my endeavors, I appreciate & acknowledge you. Donna Burke, Howard, David, Mary, Ava & Jack Rosen, Stephanie & Gabriel Eisner, Herman Zimmerman, Maurizio & Angie Cajamarca, Barbara, Danny, Jaime & Stacey Leiman, Neil Eisner, Lorraine Heuthe, Randi Zucker, Sami Carley, Sam Semi, Lee Resnick & Eric Figueroa.



# Acknowledgments

Because of the support of the barbers, stylists and the wonderful barber industry, **Graff\*Etch** has become a successful brand. I give special thanks my distributors like Atlanta Beauty & Barber Supply, Xclusive Barber Supply, Sally Beauty, Barber Blades UK, HairGraffiti by Re-Touch in the Netherlands & Kirschner Group. I must shout out to my traveling/ tradeshow special friends. You are my extended family & I appreciate you tremendously. Levar Broughton (Trimz NY), Damon Redding (NYdabarber) Jonathan Cifredo, LaDon Echols (Barber Love TM creator),

Jesse Lima, Errol the Elite, Derrick Smith & Team DaGauge, Radames Perez, James Cooper, Angel Raws & the Professionals, Victor Rodriguez, BigNest of Slopes, Omar Quinones, Germaine Walker, Curtis Smith, Major League Barbers, How to Fade Hair w/Nieves Alvares, Jay Majors Raposo, John JD Dillard, Rocky Coello, Jojo Baca, Ruben Vazquez, MK Hsa, Rodrick Samuels, David Guerin, Antique Barber, Larry Mickey Alexander, Kyle Bullock, Chase McIntyre, Dwayne Thompson, Matt Ketchum, Ivan Suarez, Jorge Saldana, Harry Houdini Hernandez, Hollywood Cuttz, Rob Ferrell & of course Showtime!! The artistic talent of the barbers & stylists is unstoppable and unmessablewith. I love your creativity & thank everyone for welcoming me into your communities and into the fascinating barber culture. I am proud of everyone that thinks outside the box and hope to personally see your hair art in the near future. **Barber Love!**



One of my barber friends, Samuel Semi of Unlimited Kuts Barber Shop in Mississippi can duplicate any picture on the back of your head. The creativity and talent of the barbers & stylists is absolutely fabulous and limitless.



## About The Author:

Linda Eisner has been welcomed into the barber community for her contributions. She attends numerous shows and has embraced hair art. Lee Resnick of [Barbershopconnect.com](http://Barbershopconnect.com) website directory calls her the "crazy white girl from Long Island" She sponsors barber battles and offers her pencils for promotions and giveaways. You can always find her with a hair art design carved into her own head. She takes great interest in both the barbers and their industry. She wishes all barbers to unite with peace, respect and hair art! Find her at [www.GraffEtch.com](http://www.GraffEtch.com)!

## With Special thanks to:

CW Network for using **Graff\*Etch** color pencils in all 10 episodes of Cedric's Barber Battle TV show. Cedric the Entertainer & his crew visited different barbershops across the country. The most talented barbers competed with their clippers & color pencils to showcase their artistic hair art-cutting abilities. In each episode one winner was crowned the "best cut in town" and received a \$25,000 cash prize. Be sure to watch Cedric's Barber Battle reality TV shows at [CWnetwork.com](http://CWnetwork.com) to see some fabulous hair art.





ENHANCING HAIR ART DESIGNS  
WITH COLOR

## Finally, Everyone Can Sell Graff\*Etch Barber Pencils in Their Shops:



The Graff\*Etch POP (point of purchase) display allows for selling Graff\*Etch to your clients & co-workers. The POP display holds 24 packs of your choice. (Standard display holds all 5 styles: 12 Original, 5 Neon/Hot, 3 4Black/4White, 2 All Black, & 2 All White packs.) Create a “package deal” where the pencils are included in the cost of the haircut.

Now Each client can purchase a fresh new pack to be used on themselves, take it home & bring back for next time. Long after the color is washed out, your clients will still be showing their friends “the pencils” & talking about you. Not only will you be sending your client out as a thrilled walking advertisement but they will own the color pencils you used to create their fabulous hair art! Getting your clients talking is free advertising. Sending them home with product keeps them talking!

Order Graff\*Etch Hair Art Pencils online at  
[www.GraffEtch.com](http://www.GraffEtch.com).