Men’s Hairstyles and Facial Hair

by Aaron Marino

iamalpham.com
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Alpha’s Basic Hair Principles

**Get a Fresh Cut**- Do not wait too long! Short hair (under 2 inches) every 3 to 4 weeks max. For longer hair, every 4 - 6 weeks. Here’s a tutorial about [How to Chose a New Hairstyle](#).

**Cut**- Find a hairstylist that you will love by asking for referrals. When you go for your appointment, request hair product recommendations from the stylist as well as instructions how to style your new hair cut with those products. Check out [How to Find a Good Hair Stylist](#).

**Style**- Knowing your hair texture and length, utilize Google Images to find celebrities with similar hair and gather ideas from the different haircuts that they sport.

**Practice and Play**- Practice and play with your hair style in different conditions.

**Product**- Get Bueno Hair with [Pete and Pedro Store and Products](#). Are you not sure what P&P product (clay, cream, paste, pomade, putty) to get? Shoot an email over to [hairhelp@peteandpedro.com](mailto:hairhelp@peteandpedro.com) to find out for what product is best for your type of hair.

**Cleaning**- Don't over wash! Shampoo every other day or even every three days depending on how oily your hair is. [Pete and Pedro Clean](#) with peppermint and tea tree oil is AMAZING!

**Conditioning**- At least once a week, apply conditioner and allow the product to sit in order to close the cuticle and promote hair health, luster, and shine. [Pete and Pedro Condition](#) is nourishing and vital to your hair health.
Healthy Diet- Take care of yourself from the inside out to have healthy hair and nails.

Scalp- Take care of the dandruff with Neutrogena T-Gel which you can hear about in this video [Eliminate Dandruff | Neutrogena T-Gel](https://www.youtube.com/watch?v=dQw4w9WgXcQ)

Embrace change- Even slight variations in styling can breathe new life into your look.
Hair Style Based on Height

Let’s start with a great before-and-after story. Mustafa, pictured below, wasn't digging his long luscious locks.

He’s 5’6” and is concerned that his big hair wasn't working for his height. He was also looking for a professional look that is also fun and playful. So he purchased a Virtual Grooming consultation with me.

Mustafa has amazing hair. I helped him combine two styles with a modified pompadour pulled to the side slightly. The result is a perfect new style for Mustafa.
Alpha Tips

**Are you short?** In order to maximize the visual illusion of your presence, steer away from wide hair styles. A hair style with a bit of lift or height is a great way to give you a visual inch or two as long as the sides and back are tighter.

**Are you short with big hair?** Tighten up the sides and go with a little bit of a different style.

**Are you tall?** Pay attention face shape.

**All heights take note!** When choosing a hairstyle, take into consideration lifestyle.

Want to see more stories like Mustafa’s?

- [Virtual Grooming Success Story with Roberto](#)
- [Virtual Grooming Success Story with Mark](#)

**THIS COULD BE YOU.**

Create Your Own Success Story!

[Virtual Grooming Consultation](#)
Hair Style and Face Shape

Finding the perfect hairstyle can be challenging.

I wish finding the perfect hairstyle was as simple as buying a pair of shoes, but for most of us, finding a hairstyle that truly compliments our individuality is a matter of trial-and-error. So many considerations factor into the compatibility of head and hair that the search is often a long and tedious one.

Most of us realize the style limitations our hair’s quality and texture present; however, choosing an appropriate hairstyle that brings out our best goes beyond it being straight or curly, coarse or fine. Actually, the most flattering haircuts are contingent on face shape more than anything else.

Knowing your face shape and how to accentuate your greatest features, while downplaying the rest, is the first place to start when looking for your perfect style.

Choosing a style that complements your face shape proves more successful than expecting your face to suit a hairstyle simply because you like it. Hair type is a huge consideration when selecting a suitable style, but facial shape is of greater importance because it is the foundation on which all else is built. And don’t worry about there being only one style per face shape – there are quite a few.

Let’s take a look at my recommendations for the round, oval, square, and triangular face shapes.

Round Face

Round is simply the shape and does not imply ‘fat’. Avoid any style that emphasizes the round, full shape because the face can appear rounder. Examples to avoid include an afro or a head of curls that frames the face. Instead choose hair styles that are angular and offer
dimension and balance. Keep the sides tight and the top higher which offsets the roundness and adds balance. Square hairstyles are a great choice, as are off-center parts and longer side swept bangs that break the fullness.

**Style to Avoid (left) and Better Style Option (right)**

**Oval Face**

Lucky oval! The oval face shape is considered ideal that can wear just about any style or length. Avoid heavy bangs or any style that covers the face. Take advantage of this great shape by not overwhelming or hiding it with hair.
Square Face

Sharp angles and corners should be softened and rounded with styles that break-up the square face. Layered styles that add length to the face and off-center parts can achieve this.

Bangs can work for or against this shape depending on their positioning and length. If bangs are worn, brush them to the side, and keep them close to eye level which will offset a square forehead.

Style to Avoid (left) and Better Style Option (right)

Triangle Face

This face is flattered by styles that add width and volume to the upper portion of the face which is the narrowest part. Short to medium length hairstyles with bangs that cover most of the forehead lend balance by offsetting a wide jaw line. Avoid styles that extend past the chin. Side parts are flattering.
Alpha Tips

Other face shapes exist; however, the guidelines provided are a great place to start when searching for your perfect hairstyle. The guidelines not only give direction but also save time by narrowing the search options.

Look for hairstyles online that compliment your face shape, print photos of styles you like, and bring them to your hairstylist for his or her opinion. The great thing about hair is it grows! So, if you choose a style with which you aren’t pleased, it’s just a matter of waiting a month or two and trying a new one.

Understanding how to maximize your face by working with its shape influences not only hairstyles. Face shape also influences eyeglass frames and facial hairstyles as well. Learning about your face shape can open many doors that lead to improving your appearance and building greater confidence.
Find the Perfect Hair Style

Two main factors to consider when deciding what hair style is suitable:

1. **Hair texture** - wavy, curly, straight, thin, thick, balding
2. **Hairline** - receding front or side, squared off, widow's peak

The Google Trick

Find a celebrity that matches your hair texture as the primary criteria. The secondary criteria is matching the hair line. It's not necessarily about the hair cut as much as the length, what product(s) to use, and how to style it. Select three styles, starting with the longest style first. Once you have gotten a new hair cut, make sure your stylist shows you how to style it on your own.
Facial Hair Based on Face Shape

The starting point for determining what facial hair you’re going to wear is the job you have or the job you want to have. The good news is that society is getting more comfortable with men's facial hair.

For the majority of us, the facial hair style that we choose comes down to:

- What we like and
- What we can grow

Face shape plays a role and can take a look from 'good' to 'great'. It all comes down to balance, and facial hair can enhance your look and compliment your facial structure. By knowing how to craft a facial hair style, you can super totally enhance your look.

Alpha Tips

**Square**- strong jaw can be emphasized (goatee, defined beard) or softened (softer beard, mustache, soft triangular soul patch) with facial hair.

**Round**- less angles and fuller cheeks (short beard with defined lined, well groomed / edged goatee, longer / thinner sideburns).

**Triangular**- Alpha falls into this category (fuller or longer goatee / beard, shorter and wider sideburns).

**Oval**- anything you want to grow and try will look great because the face is symmetrical. The book is open in your world.
Hair Styles and Facial Hair for Balding Men

Hair loss is an absolute downer but doesn’t have to mean youth and image are lost. Unfortunately, hair loss is a fact of life for most men. Finding ways to accept and properly deal with it will make the situation less emotionally painful and more successfully controlled. Please refer to my video Hairstyles for Bald or Balding Men | Tips to Love Your Look

For most men, hair loss is due to male pattern baldness (MPB), which is directly associated with testosterone – the very hormone that makes us masculine! It, combined with genetics, is responsible for this type of hair loss so there’s not much we can do to avoid it.

I’m not going to cover methods to reverse or halt hair loss, as they’ve been discussed in videos on my IAmAlphaM website. Instead, let’s see how you can make your balding head work for you with facial hair, length, and eye-wear.

Determine the best look for you, incorporate facial hair to look sexy. Here are some examples of some of these sexy guys who have done just that. These guys embraced hair loss and look fantastic.
If you are losing your hair, take it short. Incorporate sideburns with a slight angle to give your hair some dimension. Growing additional facial hair is another suggestion (slight soul patch or light 5 o'clock shadow beard) and blend it shorter up until your hairline for one seamless piece.

Another option is to incorporate interesting frames or eye-wear. Add character, interest, and style with these accessories. When someone looks at you, their eye is drawn down to look you square in the face rather than to the balding head. Find a style that you love-- you will be amazed.
Finally, to see how dramatically these tips can change a bald man’s face, let’s take a look at a few before-and-after pictures from celebrities.

Implementing these strategies can boost your confidence!
Haircut Prices

How much do you pay for a quality haircut? This week alone, three guys asked what they should expect to pay for a good haircut at a mid to high-end salon. None of these gents were from Atlanta, so I performed a little research.

Salons in each of the following cities were called where I inquired about the cost of men’s haircuts: Atlanta, Los Angeles, New York, Chicago, Dallas, and Miami. With the help of a map, I specifically selected salons throughout these cities with specific criteria. The sampling was based on these requirements: city location (no suburbs), multicultural, 4+ star rating, and private ownership (no chain salons).

The review consists of the lowest and highest prices, plus the most common quote given by each city. The experience was fun, and the results amazed me at times. I realize the cost of living varies according to city, but I must admit, the exercise found me happy and relieved to live in Atlanta and not New York!

<table>
<thead>
<tr>
<th>City</th>
<th>Low</th>
<th>High</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, GA</td>
<td>$35.00</td>
<td>$108.00</td>
<td>$45.00</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>$25.00</td>
<td>$65.00</td>
<td>$45.00</td>
</tr>
<tr>
<td>New York, NY</td>
<td>$50.00</td>
<td>$300.00</td>
<td>$90.00</td>
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<td>Chicago, IL</td>
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<td>$200.00</td>
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</tr>
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<td>Miami, FL</td>
<td>$30.00</td>
<td>$93.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>$30.00</td>
<td>$50.00</td>
<td>$45.00</td>
</tr>
</tbody>
</table>
Again, these prices are just a sampling, but I think they fairly represent each city. To quell my curiosity further, I also checked with a few barbers and was surprised to find their prices higher than I expected! New York come in at an average of $42.00. Man, times have changed since the $3.00 haircut that I remember my grandfather getting!
Virtual Grooming

Now is your time for a Virtual Grooming consultation like Mustafa at the beginning of this book. Virtual Grooming is designed to direct you to your paramount hair style and facial hair options.

"I don’t sell products... I sell confidence!
Let me help you unlock your true potential and get more out of life than you ever dreamed possible!"

So how does the consultation work? After purchasing the consultation, you will receive several emails confirming the purchase as well as an initial contact from me initiating the service. You will be provided an email address to send a recent picture of yourself with a few details about your hair and lifestyle. The image will be thoroughly analyzed including current grooming and hair considering hair type, face shape, lifestyle factors, age, career, and more. With my expertise and professional recommendations, a new hair cut, style and facial grooming direction will be determined, explained, and executed.

Click to get started on a new you!

Virtual Grooming Consultation
Get Bueno Hair with Pete and Pedro

**Pete and Pedro Clay**

P&P Clay is one of those products you just have to try to believe, and by believe, we mean flip your SH*T over the non-greasy, volume added, matte finish, and styling control P&P Clay offers. Clay adds body and thickness that makes hair feel fatter. The light, non-gritty formula absorbs quickly, making it the ideal product for men with thin or thinning hair. Get you some, Clay-Boy! Get yourself some Clay today.

**Pete and Pedro Cream**

P&P Cream is a light creamy creation, designed to give your hair a soft and silky hold that soothes and smoothes frizzy flyaways and frustrating fros. The magical mix of Burdock extract and coconut oil will moisturize, condition, and position your luscious locks. Yes, we did say luscious because that is exactly what your hair is going to look and feel like after it gets P&P Creamed! Get creamed!

**Pete and Pedro Paste**

P&P Paste is our most elegant, and dare I say, luxurious grooming offering. Argon & coconut oils help repair, moisturize, and add shine to all hair types. Finally, a texturizing cream that provides great hold without being stiff, greasy or flaky! Simply put, our paste is the best styling cream in the universe. We say this with 100% bias! Get the paste you need now.
Pete and Pedro Pomade

**P&P Pomade** was designed to give any hair type or texture excellent hold, shine, and control. And if bueno looking hair isn’t reason enough to pick up a can, the fact that we have designed it to be great for your hair should pretty much seal-the-deal. The **P&P Pomade** is infused with beneficial oils and extracts like peppermint, ginseng, and aloe. The result? Bueno hair inside and out! **Order some Bueno Hair!**

Pete and Pedro Putty

**P&P Putty** provides a firm, yet flexible and generally masculine hold on your hair. Infused with lanolin, beeswax, cobra venom (okay, not technically an ingredient but that would be the only way to make this product better), and a blend of polymers that create a lock-locking matte finish and unparalleled hair control and hold. **Lock your locks with Putty!**

Pete and Pedro Clean and Condition

**P&P Clean** shampoo was developed to thoroughly penetrate and cleanse each hair shaft, in order to remove excess oil and product build-up through a rich lather. Pure peppermint and tea tree oils help clean and soothe, while invigorating the scalp. **P&P Condition** conditioner is packed with nutrients that restore life to dry and damaged hair. Peppermint oil gives the scalp a cool, soothing and relaxing feeling, while adding shine and manageability to hair; *never* making it feel heavy. **Clean and Condition are sold separated and in a Combo Pack!**