

HSR Assists Indebted Persons & Low-income Families Maintain Representative Good Looking Haircuts

Haircutting Secrets Revealed (HSR) is the first ever digitally downloadable Professional Step-by-Step Haircutting Tutorial Course.

HSR assists low income families to have great looking hair even if they no longer can afford to visit a hairdresser.

HSR is also the fast and low-cost learning solution for professional work-from-home hairdressers.

Fully and superbly illustrated, this Easy to Do & Follow, Haircutting eBook course is written by a former Vidal Sassoon Master Hairstylist, who reveals the industry's well-guarded Insider Haircutting Secrets.

Munich, Germany - July 19, 2007 -- With the ever increasing number of financially challenged and indebted people, there is a growing need for these persons to find new ways to cut down on their living expenses.

Cutting hair at home is a good example, since it can save an average family thousands of dollars over a period of 5 years or more.

Alas, most home haircuts or the "\$7 supermarket haircut attempts" or even using a "magic haircutting system" end up looking poorly or outright disastrous. Now a new publication makes home haircutting disasters a thing of the past...

Millions of singles, families and one-parent families world-wide are faced each month with the terrible question "How am I going to pay the bills?"

According to the Federal Reserve Bank, 40% of American families spend more than they earn. (SOURCE: www.federalreserve.gov).

Many households scramble hard to meet the increasing number of payments on: The purchase of consumer goods, buying a home or paying rent, car payments, holiday-season gifts, the much needed vacation, online & offline gambling debts etc.

What causes financial struggles and debts?

Many factors, some of which are: A decrease in income, the rising cost of living, job shortages and unemployment, impulse-spending (largely stimulated by TV advertising), misleading credit solicitations.

However, the core problem may be attributed to a negative money-programming of the subconscious mind and to the lack of intelligent (or any) personal finance management education during school years.

As result, over 2 million American homes carry more than \$20,000 in credit card debt. (SOURCE: Liz Pulliam Weston, www.asklizweston.com). The average U.S. college graduate begins his or her post-college days with more than \$2,000 in credit card debt, aside from student loan debts. This growing credit-card (and other) debt trend is not limited to the USA alone.

In most cases indebtedness is lived out behind a veil of silence. People don't dare mention it and are ashamed to have financial difficulties seen and known.

People want to look attractive and continue to maintain a good outward impression. Keeping up with latest fashion and following celebrity dress & hairstyle trends is especially important to teens and young adults.

However, as increasing number of people struggle to pay their monthly bills, they seek ways to cut down on their living expenses. Cheap haircutting solutions assist in cost reduction; Instead of paying a professional hairdresser \$80 for a decent haircut every 6 weeks per each family member, these desperate persons turn to a \$7 supermarket haircut attempt. Or purchase some "magic" home haircutting kit for a fast fix, hoping to avoid a haircutting disaster.

"Who says that if you don't have money for a top hairdresser, like those the celebrity guys & girls use, that you're doomed to look cheap, 'almost like you have it right'?" Says Eileen Kleinman, co-author of "Haircutting Secrets Revealed", "Beautiful looking hair is not only an important visit-card, but actual necessity for those in an office environment, or when applying for a job; No way do you want to look shabby and be left in the dust of the plentiful competition that's out there. You want to look your best, and you want to impress upon others that you are used to a good wage and to being treated well in life".

HSR aims to abolish home haircutting disasters, so that even the poor and indebted persons can now easily cut family hair beautifully - just like a Pro.

The right professional haircut is the foundation of a good hairstyling.

With "Haircutting Secrets Revealed" you learn what you need to know About haircutting and

- Discover what other professional hairdressers would never tell you (They paid thousands to learn it and would lose their income from you if you knew the secrets of the trade)
- How you or your teen can safely cut hair avoiding injury or disasters
- How to cut hair which keeps its form and shape, so that you no longer need to worry about humidity, rain or a swim ruining your new haircut!
- Be able to reproduce the same great haircut you (or your clients) love again and again while eliminating guesswork.
- Benefit in 11 ways from having this inside knowledge delivered to you in the form of an eBook (PDF file format).

Bio

Author Ute Wingenfeld is a German master Hairstylist and a Vidal Sassoon haircutting & styling expert. Contributing over 35 years of her professional haircutting know-how, Ute seeks to benefit the low and middle-income persons and families, who are struggling to maintain dignified looks while forced to cut down on their living costs.

Co-author Eileen Kleinman is an Israeli born photographer, journalist, copywriter and webmaster, currently residing in Germany.

For more information about authors and the eBook please visit:
www.HaircuttingSecrets.com/products.html

Testimonials

"Your ebook is wonderful with its beautiful illustrations and simplistic language. It can help anyone muster the courage to cut hair for the first time. My favorite haircut in your book is the short layered bob. A job well done ladies!" - Nadine Visscher, competitor. www.haircuttingsite.com

"Having searched several years to find a reliable source for cutting hair, I finally could find this valuable book. Please accept my sincere thanks for bringing years of experience, to word and picture in "haircutting secret revealed" - Samira, Iran.

"It was merely last summer that Ute had revealed to me the basic secrets and tricks of hair cutting and hair styling...

She has saved me a long learning curve and much trial & error.

Her teaching was so effective, that it provided me the exact confidence I needed... I immediately got loads of photo-shoot jobs and I've made good money from the start. " - Eva Terboven, Ute's Hairstyling student ("Horst Kirchberger Academy") - Munich, Germany.

"Ute is in Hairstyling what I'm in Makeup Art - a Master!" - Horst Kirchberger, MakeupStudio Founder & CEO, Germany's Leading Makeup Artist, Munich, Germany. www.HorstKirchberger.de

"Ute Wingenfeld was always a reliable trend-setter when it came to producing new hairstyling ideas for our magazine.

None-the-less, Ute always made sure every single hairstyle she performed for us would also be a practical, every-day haircut style that other women could easily apply to themselves" - Marina Jagemann, Beauty Editor of the "Madam" magazine - Munich, Germany.

"During the '70s Ute and I have worked together for the Munich Vidal Sassoon Hair-salon.(Vidal Sassoon had utilized Ute's "MeisterBrief" which is the highest hairdressing qualification in Germany, enabling a holder of such a degree to open a hair saloon and to teach). Presently, Ute assists my successful hair-extension business by providing hairstyles for our press releases." - Renate Klingspor, "Visage Hair-Design" - Munich, Germany.

Contact Eileen Kleinman for more insights into this topic.

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Other helpful information regarding the book can be found at:
<http://www.HaircuttingSecrets.com/products.html>

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Keywords

[haircutting](#)

[cut hair](#)

[budget](#)

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