

Tiny Town Known for Sub-Par Hair Styling Changes the Game with One Sharp Invention

High Association of International Resident Stylists unveil scissors, groundbreaking hair-styling innovation.

BRUSH, COLORADO—March 24, 2018—Hair stylists and beauty enthusiasts from across the region gathered today to lay eyes on what the High Association of International Resident Stylists (HAIRS) is calling the next big thing in hair design: scissors. Made of two metal blades that can be easily maneuvered by any stylist with at least one hand, HAIRS expects that this latest invention will put an end to the days of hair styling by way of butter knives, old dentures, and other blunt household objects, instead, offering barbers, stylists, and spendthrifts alike a way to “cut” hair with precision.

Joining the ranks of several other HAIRS innovations including Hairbnb and beauty product delivery service Side Pony Express, LLC, the association is hopeful that the styling community will fall in love with scissors, repairing some of the damage done to their reputation after both Hairbnb and Side Pony Express, LLC filed for bankruptcy in 2017.

“We all have incredibly high hopes for scissors. The invention really is cutting edge. That’s a pun, but since we only just invented scissors, you probably don’t get it. Trust me, it’s hilarious. Anyway, yes. We think that scissors will be the next big thing in barbershop efficiency. If this doesn’t turn things around for us, the association may be forced to cut the fat. That’s another pun,” said HAIRS Founder and CEO, Beau Font.

After the unveiling, each member of the audience received a pair of scissors—which, according to HAIRS is only *one* scissors—and were invited to take them for a test drive. While most people in attendance were pleased with the invention, a few stylists appeared underwhelmed.

“This feels funny,” commented a left-handed barber in the crowd who wished to remain anonymous.

HAIRS reports that scissors will be available for purchase in time for the 2018 holiday season, and lefties will be pleased to hear that the association is working on scissors 2.0, specifically for southpaw stylists.

At 7:00 p.m. this evening, HAIRS will be hosting a celebratory reception at Brush Town Hall that will include passed hors d'oeuvres, a formal sit-down dinner, and a performance from special celebrity guest Dave Coulier, godfather of “cut it out.”

About HAIRS

Founded in 2010, the High Association of International Resident Stylists (HAIRS) works to make the world a better place, one ponytail, comb-over, and “Rachel” at a time. HAIRS is a 501(c)3 and is located in Brush, Colorado. For more information, contact Hairs CEO, Beau Font at Beaufont@thatsalsothenameofahairstyle.com.

Facebook Post:

@HAIRS changes the game once again with one sharp invention: scissors! [link to press release]. Tune in at 1:00 p.m. MST for a live tutorial and a Q&A with HAIRS Founder and CEO, Beau Font.

[Include image from the unveiling]

Tweet:

.@HAIRS unveils #scissors, groundbreaking hair-styling innovation. [link to press release]
#cutitout @DaveCoulier