



THE GENTLEMAN'S CUT PLAYBOOK

How to Keep Your Haircut Looking Barber-Fresh — Every Single Day Between Visits

*A free grooming guide from **GQ Barber Salon***

Why your cut looks dead by week two (and it's not the cut)

You leave the chair looking crisp. Three, four days later? Flat, dry, edges fuzzy, waves gone. You blame the barber. **90% of the time, it's not the cut — it's what you do (or don't do) when you walk out the door.**

A great cut is the *foundation*. What you do at home is what keeps it standing. This playbook is everything I tell my best clients so their cut still looks fresh on day 12, not just day 1.

Read it once. Steal what works. Look sharp longer.

1. The 3 things that kill a fresh cut

- **Dryness** — your hair and scalp drying out makes everything look dull and frizzy.
- **No daily shape** — hair grows in every direction. If you're not training it daily, it does whatever it wants.
- **Fuzzy edges** — your lineup is the first thing to go. Sharp edges read "fresh" even when the rest is growing out.

Fix these three and you double how long your cut looks new. The rest of this guide is how.

2. Washing — you're probably doing it wrong

- **Don't wash every day.** Daily shampoo strips the natural oils that keep your hair healthy and your waves/curls defined. **2–3x a week** is the sweet spot for most guys.
- **Co-wash on off days.** Rinse with water and a little conditioner instead of full shampoo. Keeps it clean without stripping.
- **Cold rinse to finish.** Closes the hair cuticle = more shine, less frizz.
- **Always condition.** The step guys skip. Conditioner = moisture = your cut looking alive instead of dry and dusty.

3. The daily 5-minute routine

Morning, before you walk out:

- **Lightly dampen** your hair (spray bottle or wet hands — not soaking).
- **Apply product** (see Section 5) — pea-to-dime size, rub between palms, work in from the back.
- **Brush in your pattern** — for waves/curls, brush the way the hair lays. 60 seconds of brushing daily is the #1 thing that keeps waves and shape.
- **Style** — comb the part, shape the top, set it how you want it.
- **Lock it** — light hold product or a quick blast of cool air from the dryer.

That's it. Five minutes. The difference between "I just got a cut" and "I need a cut."

4. Protect it at night (the step nobody does)

You spend 7–8 hours mashing your head into a pillow. That's what wrecks waves and creates that flat dent in the morning.

- **Durag or wave cap** for waves — non-negotiable if you want them to last.

- **Satin/silk pillowcase** for everyone else — cotton soaks up moisture and roughs up your hair. Silk keeps it smooth. Cheap upgrade, big difference.

5. The products we actually use (and where to get them)

Don't drown in options. These are the styling products we trust and use on real clients at GQ. Pick the one that matches your goal — and grab it straight from our shop so you're working with exactly what we do.

- **Slick Gorilla Styling Powder** — instant volume and texture with a natural matte finish. Shake a little onto dry hair, work it through with your fingers. Best for fine or flat hair that needs lift and grit.
- **Slick Gorilla Clay Pomade** — strong, matte hold with zero shine. The go-to for modern textured crops and that messy-but-controlled look that holds all day.
- **Suavecito Pomade** — classic medium-firm hold with a clean shine, and it washes out easy. Perfect for slick backs, side parts, and that timeless gentleman finish.

👉 **Grab the GQ-approved lineup: www.gqbarbersalon.com**

Round out the kit with a sulfate-free **shampoo + conditioner** (wash 2–3x a week — Section 2), a **boar-bristle brush** for laying hair down, and a **durag or silk pillowcase** for night protection (Section 4).

6. The rebooking rhythm (look fresh year-round)

The secret pros don't tell you: **consistency beats damage control**. Guys who book on a schedule always look fresh. Guys who wait "till it gets bad" always look rough for a week before every cut.

- **Tapered / faded styles:** every **2 weeks**
- **Medium length / scissor cuts:** every **3–4 weeks**
- **Just a lineup/edge-up between cuts:** every **1–2 weeks**

Pro move: book your next appointment *before you leave the chair*. You'll never have that "I look crazy and can't get in" week again.

7. Quick troubleshooting

- **Hair looks dry/dull?** → More conditioner, less shampoo. Cold rinse.
- **Waves not connecting?** → Brush daily (morning + night), durag, be patient.
- **Flat by midday?** → Less product, add a light-hold styler, don't over-touch it.
- **Frizz?** → Moisture + don't over-wash + silk pillowcase.
- **Itchy scalp after a cut?** → Light scalp oil or moisturizer, don't scratch.

Final word

Your barber gives you the cut. This playbook keeps it. Do even half of this and you'll stretch every cut further, look sharp longer, and stop wasting the work we put in.

But nothing replaces the chair. The fresh starts with us — let's get you in.

👉 **Ready to look fresh?**

Book your next cut at GQ Barber Salon — Pembroke Pines / Miramar

www.gqbarbersalon.com



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