



AFROMAN LAUNCH

**AT THE BIGGEST AFRO HAIR SHOW IN EUROPE
FOR MEN WHO TAKE PRIDE IN THEMSELVES**

Afro Hair & Beauty LIVE 2017 are delighted to announce the launch of **AFROMAN** on **28th & 29th May 2017** at the 36th edition of the biggest afro hair, beauty and lifestyle show in Europe.

With the huge growth in men's grooming, products for black men are also catching up. **AFROMAN**, is our new male grooming destination for the afro gentleman. Whether your style is a fade or a 'fro, dapper or athleisure. Find skin care, beard care, hair care, fashion and lifestyle products developed especially for you.



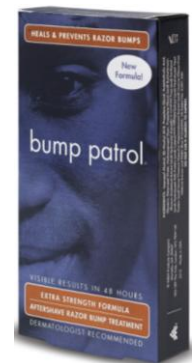
AFROMAN is the only spot to watch expert UK hair designers **My Hair Bar's** live demonstration of **The Man Weave** technique, the revolutionary, non surgical hair replacement installation solution for men suffering from hair loss. Meet the experts, natural hair specialists **Cantu's** showcase their brand new **Men's Collection** of high performance products including pomade, beard oil, body wash, pre-shave scrub, shave gel, soothing serum and leave in conditioner. Visit their stand to pick up tips from their guest barber and great deals on their Men's Collection packs

Join team **Luster's** as they celebrate their 60th anniversary sponsoring our annual **Battle of the Barbers** competition, brand new **Battle of the Beards**, and the launch their new haircare line **SCurl's**. Take a seat in the chair of Luster's Director of Education and multi talented master barber **Kevin the "Beard Boss" Pendleton** in their fully functioning **Scurl Barber Shop**. Hair analysis and goody bags included!



Amir Thomas, founder of **Mane Love** will be handing out free samples of his sensual-seduction, scented **beard oils**. Look out for **Arise & Shine** for men, **Restored Naturally** men's facial masks and **Pure Goodness** body lotion, body and beard oil and natural soaps. For the smooth, clean finish, **Bump Patrol** will also be on hand with the ultimate solution

for razor bumps.



Men's style in **Palmer's UK** sponsored fashion boutique includes **Kelis Africa** West African Batik Jumpers. Long bomber jackets, hoodies and shirts by **Continent Clothing** and **Aso Global's African** inspired men's t-shirts featuring historical figures, art by contemporary artists, classic tracksuit tops, and new mens leather wallets.

Be on the lookout for, family favourite **Palmer's Cocoa Butter Formula** and **unisex products by BlackUp Paris, Aviola, Natreal, Muxima, Twisted Sista** and **Camille Rose Naturals**.

All this and more on **28th & 29th May 2017 at the Business Design Centre 52 Upper Street London N1 0QH**

Press, blogger, media to register for **Afro Hair & Beauty Live 2017** follow this link <http://bit.ly/AHBL2017ACCREDITATION>

Get involved using hashtags #AFROMAN #AHBL2017

Instagram: [afrohairandbeautylive](#)

Facebook: [AHBLive](#)

Twitter: [afrohairshow](#)

Website : [Afro Hair Show](#)

TICKET INFORMATION:

Tickets Afro Hair & Beauty LIVE 2017 are on sale via [Black Beauty & Hair Magazine](#). Adults and children over 5 are £12 per ticket, £14 on the door.

GET IN TOUCH WITH THE TEAM:

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