



We Educate and Advise Stylists to enable them to make better choices.

Free Scissor Clinics and in Salon tool checkups.

Special Beauty School Pricing and FREE Scissor Care and Selection Classes.

Don't Miss Out!
Webinars!

Factory Sharpening Service Center

We focus on saving Salons, Schools and Stylists time and money so they can focus on their business and customers!

A Salon Professionals Partner

Press Release

3 Robinson Ln - Highland, NY 12526
845-594-2405

CUTTING EDGE *** Advantage ***

Our Scissors were used on Bravo's Shear Genius!

FACTORY QUAL SERVICE

Quantum

Avantē Trio

CUTTING EDGE

PRECISION SHEARS · www.cuttingedgeadvantage.com

The Beauty Industries Professional Salon Scissor Bladesmith

SHARP LINE

Quality Hairdressing Scissors & Shears



Who is the Cutting Edge Advantage? (CEA)

We are the North American Distributor of Sharpline Scissors and distributor of other hair care appliances.

“It is our goal to be known as the preferred scissor blade smith exclusive to the beauty industry.”

MISSION STATEMENT

- To provide a preferred Bladesmith service to the beauty industry.
- To educate quality CEA Dealer candidates as professional Bladesmith service centers.
- To promote Sharpline Scissors as the industry standard in World Class Scissors.

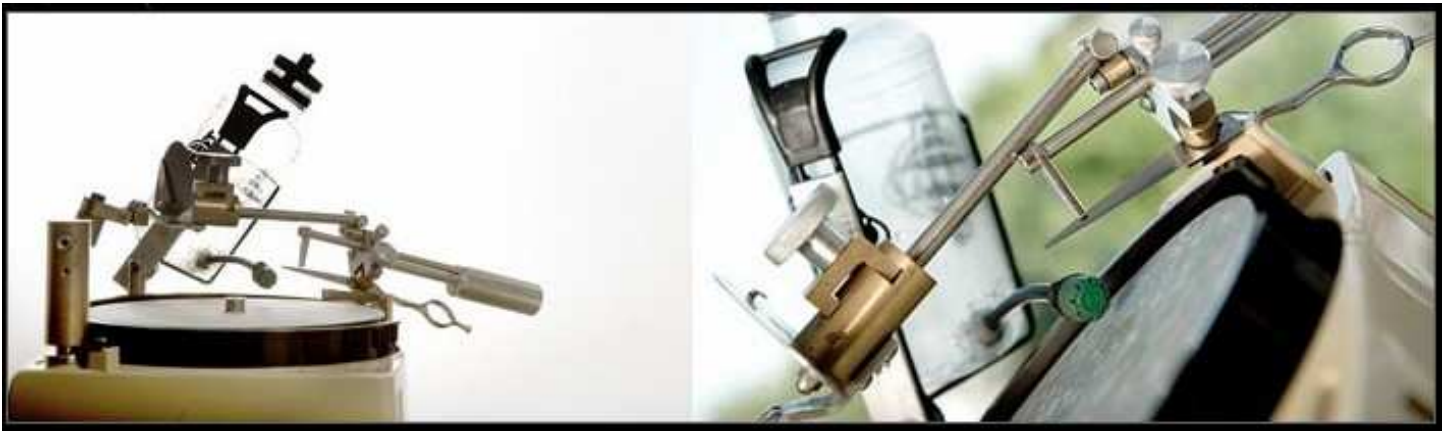
Agents new or experienced learn industry secrets on manufacturing techniques and scissor technology. They learn how to professionally service a scissor and how to give good, sound advice to their customers. All CEA agents are taught to ensure prompt and superior customer service so that every stylist will receive the same high standards of excellence in products and services that we offer. Agents are not only Sharpline factory trained technicians that are the best in the world, but experienced Professional Scissor blade smiths ready to advise their clients.



We educate and advise people.



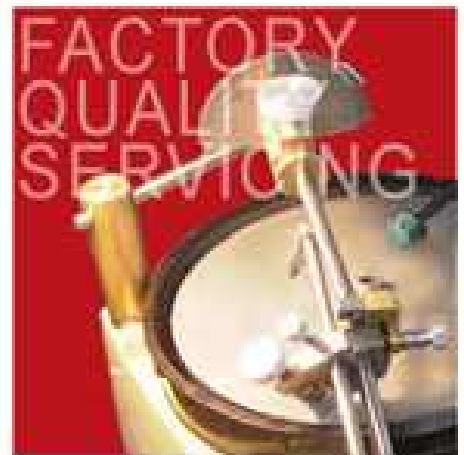
Stylists who come out of beauty schools have the basics. CEA teaches them about the tools of their trade so that they can be the best they can be using them, to be confident in choosing their tools, and to be proud about the tools they use. Knowledge is power and by providing it to them, we establish a strong bond and their allegiance to using our products and services. Most scissor sharpeners just focused on selling “scissors” and/or “sharpening scissors” without understanding the requirements of their clients. Educating stylists is what drives CEA. Educating stylists is what makes stylists expect more out of their “scissor man.”



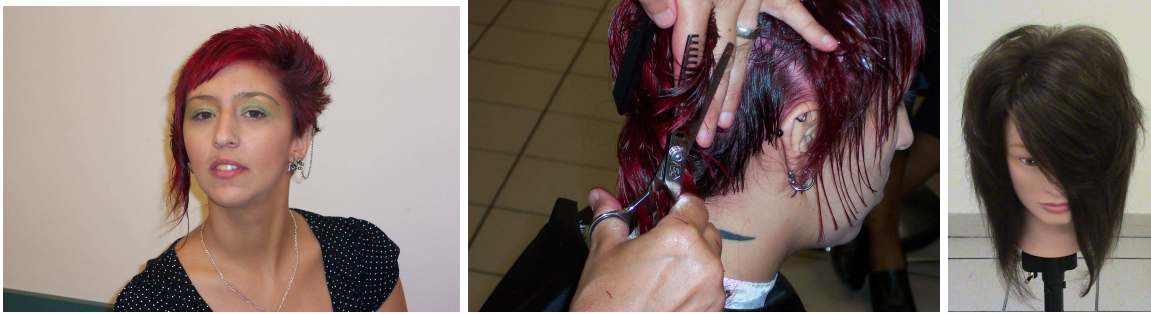
CEA must grow the pie by providing a network of professionals that will be available to stylists at a moments notice.

What we look for in a Sharpline Agent Service Center is one with ownership/management potential that is focused on their customers with strong emphasis on giving good, solid advice. The Sharpline agent needs to understand the concept of selling quality products and to bring problem solving to their salon customers. Our Agent network is made up of a new breed of professionals who really care about their customers requirements.

We provide stylists the tools they need to be better at their craft. We focus on saving them time and money with trouble free scissors and appliances so that they can focus on their customers needs without frustration.



CEA and it's agents are a terrific group that focuses on the individual stylists needs with a goal to help make the stylists better at what they do. CEA and it's agents train to truly be a salon professionals' partner. "They can count on us every day!"



To achieve these goals, we pledge to:

- work to build a reputation by providing quality Service Centers with well matched skills;
- prove ourselves to be a reliable and trustworthy business partner;
- ensure prompt and superior customer service to our clients and Agents;
- be willing to assist whenever and however possible.
- provide only the highest quality in products and services to the industry.



Who is the target market for CEA and its Agents?

Independent salon owners and stylists who want to be the very best they can be, who want to provide the best service for their clients and are entrepreneurally driven. We do not sell to OTC beauty stores or Auction web sites. We do, however, sell to beauty schools through our agents.

SHARP LINE >>
Quality Hairdressing Scissors & Shears



3 Robinson Lane – Highland, NY 12528