PRESS RELEASE

The Next Generation in the Evolution of the "Gentlemen's" Barber Shop is now open in Santa Monica!

Active Barbers®
ACTIVE IS A LIFESTYLE

Santa Monica Mirror

Active Barbers Cuts Ribbon at Grand Opening Celebration

Posted Apr. 18, 2014

Master Barbers Robert Echiribel and partner Steve Moran celebrate the Grand Opening of Active Barbers with Santa Monica Chamber of Commerce President Laurel Rosen and Santa Monica Mayor Pam O'Connor.

"ACTIVE IS A LIFESTYLE"

Proprietors/Master Barbers

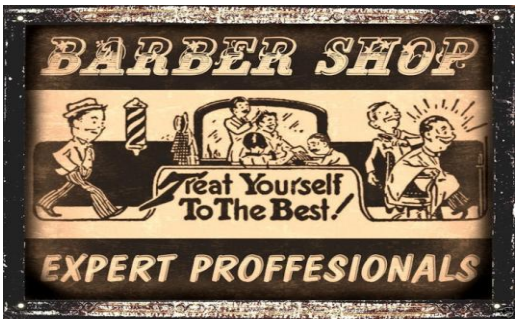
Owners, Operators and So Cal natives ROBERT ECHIRIBEL and STEVE MORAN are considered by their peers as the next generation in the craft of "MASTER BARBERING".

What Is a Master Barber?

The term "MASTER BARBER" is a title earned by an industry professional, experienced and skilled "hair cutter" who works with a wide range of hair types focusing primarily on grooming for men. To be a Master Barber you must graduate a professional Barber School apprenticing 1500 plus hours with Master Barbers.

A sampling of the top cuts Active Barbers offers:

- **The latest in TAPER FADES**
- **Business Man style aka GENTLEMAN'S CUT**
- **Contemporary FO-HAWKS aka the military look**
- **Classic "Old Skool" FLAT TOPS**
- **CUSTOM CUTTING TECHNIQUES for thinning or balding**
- **CHILDREN: Active Barbers is "Great with Kids"!**



The "Barber Shop" In History

BARBERING was introduced to ancient Rome in 296 B.C., the Barber shop quickly became a daily centre for daily Political news from the "Forum" and lively "Sports" gossips from the "Coliseum", ancient versions of our modern day ESPN and CNN.

FYI: Active Barbers offers two large Flat Screens playing NEWS and SPORTS plus WI-FI.

More history…

Shave and Hot Towel

GROOMING was an essential in ancient Rome and a young man's first shave was considered a coming of age ritual provided by the "MASTER BARBERS" of that time.

Active Barbers specializes in the traditional straight razor Shave and Hot Towel followed up by a splash of classic "BAY RUM".

Active Barbers offers a special "SHAVE AND A HAIRCUT" price on Mondays and Tuesdays.

It is suggested to call ahead for an appointment.

The Proprietors

About Steve Moran

Steve is a natural at Barbering, some say born to it. Brimming with ambition yet grounded and humble. A winning combination.

Young Steve was an amateur Barber by age 14. By age 16 he approached the owner of "the" most respected "old school" Gentleman's Barber Shop clippers in hand, with a shaggy headed friend at his side. Young Steve performed clipper magic on his shaggy friend and was hired on the spot.

Learning from his elders on the job Steve went on to formal training while simultaneously learning the importance of Regulars "Loyal Customers" and being an active member of Community. Steve grew up in Santa Monica.

Steve and his partner Robert have the privilege of being the "first" Master Barbers to become members of the Santa Monica Chamber of Commerce.

The Proprietors

About Robert Echiribel

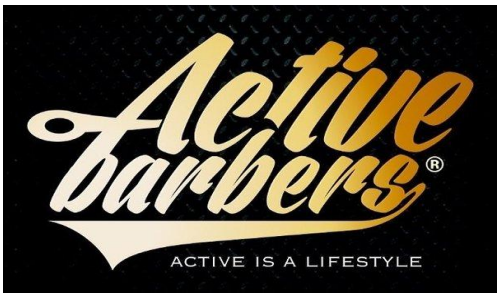
A fourth generation Master Barber Robert Echiribel and his extensive family are a genuine part of So Cal culture.

A self professed "Westside Kid" raised in Venice Beach and Santa Monica Robert was influenced by his Great Uncle also named Robert (a Master Barber) and other family members such as his Godfather who is also the Founder of the Classic Car Club the "Westside Originals".

Keeping it Real and the "Active Lifestyle". Following the family tradition Robert age 30 became a Master Barber at 24 and brings with him a strong local following of prominent Businessmen, Regulars and Sports Celebs to Active Barbers.

Robert is a true family man with a native Californian's love of Beach Culture and the Urban Fashion Sensibilities and Edge of his own Generation that represent modern L.A.

Robert literally "is" the Next Generation in Master Barbers.



Open 7 days

- **2509 Wilshire Blvd, Santa Monica, Ca. 90403**
- **Ph: 310 405-1781**
- **E: ACTIVEBARBERS@GMAIL.COM**
- **Visit us on FACEBOOK**

Comments

- ***Went here today for the first time & had the best haircut experience in my life.*** Everyone at Active Barbers was nice and respectful, great place, air conditioned, SUPER clean & well kept!! Most important of all GREAT haircuts. I will definitely be coming back! - Victor R.
- ***Steven is an awesome barber.*** I decided to switch up my look and get a burst fade. Steven killed it for me. He's very meticulous and will not let you leave until your hair is perfect. - Joel C
- ***Great guys, great haircut, great value.*** I'll be a regular customer! - Jake L.
- ***Robert was flawless in giving me the look I envisioned.*** - Rich A
- ***Active barbers offer EXCELLENT haircuts.*** I have been to every barber shop in Santa Monica and a few in downtown LA and can honestly say STEVEN and ROB are the best barbers in a 20 mile radius. - Sunny L.
- ***Love this new barbershop in Santa Monica.*** - Patrick W.