

# THE FIRST HAIRCUT

## DOESN'T HAVE TO BE HAIR-RAISING

An unfamiliar environment, the sound of electric razors and the sight of the scissors can send a child running for the door. But the first haircut doesn't have to be a scary experience. There are several places throughout the area that specialize in children's haircuts and can help in preparing children and parents for the big day.

### E.J.'s Little People

For example, E.J.'s Little People, which opened in 1974, knows the tools of the trade to help make the experience a happy one.

"I understand kids don't like getting their haircut and I am used to their resistance, but I know they are doing the best they can," says Owner Denise Fraizer. "Parents tell me their child is going to scream, but I am used to dealing with children - bring it on."

Before Fraizer bought the stores five years ago from the original owner, Geri Bemrick, she was a beautician at E.J.'s.

"My son just started preschool and I needed an outlet," she says. "I also really enjoyed working there, so I fell into ownership."

Her tips to parents are to explain to their child what is involved in getting a haircut, visit the shop prior to the appointment so the child can get familiar with the surroundings and people and bring them in during the time of day when they are most cooperative.

According to Fraizer, boys are usually more resistant to getting their first haircut. She says boys' first cuts are usually when they are 10 to 14 months old and girls get their locks chopped between one and a half to two years old.

Fraizer says E.J.'s has a variety of toys that are cleaned after each use and booster seats are available. Their clientele are babies to age 16. Kids' haircuts are \$17.95. E.J.'s has two locations, in Fair Oaks and in Elk Grove (the Roseville location was sold last year and is now called J.J.'s Little Ones and still caters to children).

### Cool Cuts 4 Kids

Cool Cuts 4 Kids has two locations in the Sacramento area, in Natomas and in Elk Grove. It has trained stylists who give haircuts to babies as young as six weeks and also give cuts to teenagers and adults.

"Those of us who work here love the children and the atmosphere," says Deborah Renfile, shift manager for the Natomas location. "It is a family place and we are really good with babies."

Renfile knows from personal experience how to cut hair for little ones; she has two children, ages 8 and 10 years old, and has cut their hair for years.

She says she gets many fathers who come in with their kids to get their haircut together. On Father's Day and other holidays, the store gives away prizes including

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Kimberly Horg

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gift baskets filled with shampoo.

Cool Cuts has a brochure for parents with tips for preparing children for their first haircut, including making an appointment during slow hours (between 1-3 p.m.), using a spray bottle in the tub at home, blow-drying their hair and letting them comb their own hair before they come in.

Haircuts are \$14.95 for children 16 and under. Appointments are recommended on the weekends but they do take walk-ins.

## ChampCuts

ChampCuts seeks to bring the best of both worlds for the sports enthusiast. It has a sports theme, equipped with a court on the floor, ESPN on the television screen and video games in the front lobby area. The target market here is men and boys but it also cuts girls' and women's hair.

Tatyana Lopez, assistant manager in Antelope, says a lot of fathers and sons come in together. She recommends bringing in comfort items including toys, bottles or candy. Also, adding repetition is the key to alleviating stress on the child.

"The more often you get your kids' haircut, the better," says Lopez. "If they don't get their haircut that

## RESOURCES

### E.J.'s Little People

Phone: 916-686-4998  
Open: 9 a.m.-5 p.m., Tuesday & Thursday; 9 a.m.-7 p.m., Wednesday & Friday; 9 a.m.-4:30 p.m., Saturday.

### Cool Cuts 4 Kids

Phone: 916-419-0053  
Open: 10 a.m.-7 p.m., Monday through Friday; 9 a.m.-6 p.m., Saturday; 11 a.m.-5 p.m., Sunday

### ChampCuts

Phone: 916-722-5111  
Open: 9 a.m.-8 p.m., Monday through Friday; 9 a.m.-7 p.m., Saturday; 11 a.m.-5 p.m., Sunday

### Federico Beauty Institute

Phone: 916-929-4242  
Open: 9:30 a.m.-8:30 p.m., Tuesday through Friday; 8:30 a.m.-5 p.m., Saturday

often, then they don't become comfortable with it."

ChampCuts has more than 20 years of experience in the industry. It has three stores in the area, in

"The more often you get your kids' haircut, the better. If they don't get their haircut that often, then they don't become comfortable with it."

Tatyana Lopez,  
Assistant manager, ChampCuts in Antelope

Roseville, Antelope and Lincoln. Haircuts are \$11 for children 12 and under.

### Federico Beauty Institute

Federico Beauty Institute in Sacramento is a fun and affordable way to get a trim. Haircuts are one dollar for each year, up to 10 years old (1-year-old is \$1) and they give

children a photo and balloon for their first cut.

Director of education for Federico Beauty Institute in Sacramento, Pam Knight, thinks parents shouldn't use negative phrases like "sit still or they will cut you."

"Before bringing a child in, explain to them that a haircut doesn't hurt," Knight says.


She tells parents to shampoo their child's hair while they are leaning back or lying down so it is not scary when they have to come in for their haircut and shampoo.

Federico's capes are designed for girls and boys with familiar characters like

Cinderella. It has styling cars instead of chair, equipped with gas pedals to keep their mind on the pedal and off what they stylist is doing. Knight's advice to parents is to praise children and reward them with a treat.

According to Knight, the average age for first haircuts is one year old.

Federico's takes walk-ins and appointments.



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