

Shear Saver helps stylists ‘keep their edge’

At **Razor Edge Systems**, sharp edges is the name of the game. In fact, sharp edges have been the family-owned business’s sole focus for over 50 years!

Renowned for keeping knives sharp for the meat processing and other consumer industries for decades, the company now brings its cutting-edge techniques and technology to the beauty and grooming businesses, with **Shear Saver**, a tool that allows stylists to sharpen their shears as needed. **Beauty Industry Report** was intrigued, so we checked in with CEO/owner **Mary Graves** for the inside story.

BIR: Welcome, Mary. Congratulations on bringing your expertise to the beauty industry with this game-changing tool! Please share your story.

Mary Graves (MG): Shear Saver is a made-in-the-USA, patented, lightweight, hand-held shear sharpener that allows stylists to maintain a sharp shear and to bring back an edge that is less than optimal between professional sharpenings. It realigns and smooths the shears’ cutting edge without grinding or removing metal, so it does not negate the manufacturer’s warranty. We invented it based on our experience and expertise in other industries, so it truly is the first of its kind on the market.

Shear Saver is revolutionary, because it gives stylists control, as it allows them to maintain or touch up their shears right at their stations, as needed—before every cut, if desired. It keeps shears sharp and reduces the need for professional sharpening, saving time and money. Stylists who tested the tool found they could go two years or more before having their shears professionally sharpened.



Shear Saver is easy to use. The patented tool comes in black, green and violet at a stylist cost of \$249.99. Salon owners can also invest in a Shear Saver and charge stylists a sharpening fee.

Using Shear Saver reduces hand injury and fatigue, provides cleaner cuts—no hair folding or pushing—and reduces split ends.

Finally, Shear Saver keeps professional stylists’ shears in their hands, in their control and generating revenue. It reduces the level of separation anxiety stylists often experience when sending their shears out for sharpening. That’s why our tagline is “Because creativity deserves a flawless edge!”

BIR: This is fascinating. But does it damage the shears?

MG: The answer is No! The Shear Saver, when used correctly, improves a dulling edge and keeps shears sharp much longer than not using it. The Shear Saver rod is not abrasive and does not grind or remove metal from the cutting edge—it simply realigns and smooths the microscopic edge.

BIR: Why is Shear Saver particularly relevant in a COVID world?

MG: COVID has affected the turnaround time for many sharpening services. Shear Saver ensures shears are always sharp.

BIR: How are you going to market?

MG: We are partnering with **Coleman Harrison, J. White & Associates** and **CosmoProf**, and sell online through **Pro Styling Tools**. Shear Saver will be available on

Nectar by **Coleman Harrison** soon.

BIR: How do you support distributors and salons?

MG: Kristine Pearson, our Shear Saver ambassador, provides Facetime training and answers questions via chat.

BIR: How did you get to where you are today?

MG: My four siblings and I grew up in the family business (Razor Edge Systems) that my father and mother started in the late 1960s. It is now a third-generation company. My father taught me about sharpening and how to obtain a sharp edge. My expertise in detecting the minute difference between sharpness levels has been instrumental in developing new and effective sharpening products!

While raising my five children, I officially joined the company in 2000, learning about every job from assembling product and welding, to managing advertising, customer service, sales, installation and training.

BIR: What is your greatest success?

MG: Success is growing a business for 50-plus years, providing a living for our team, making the lives of tens of thousands of people easier, more comfortable

and productive, and the companies they work for more efficient and profitable. Ultimately, success is making a difference in people’s lives and earning the trust and business from those who use our products.

To learn more, contact Mary Graves, CEO/owner, at marygraves@razoredgesystems.com. Visit www.shearsaver.com and www.razoredgesystems.com.



from left: Mary Graves, CEO/owner of Shear Saver, with her husband Dan Graves, president of Razor Edge Systems, and her brother Joe Juranitch, also an owner, who works in product development. Fun fact: Joe was Ragnar, the Minnesota Vikings’ mascot, for 20 years!



The Shear Saver Kit (salon \$350.00) includes a Shear Saver plus shears in a beautiful presentation box.