



Panasonic

MEN'S STYLE BOOK



How to use the clipper

Change attachments to style your hair and beard just the way you want!



Trim length

Use to trim your beard to a uniform length.

*Intervals of 0.5 mm



Comb attachment
11-20 mm

Use to trim your hair or your longer beard.

*11-20 mm range on ER-GC71 only



Comb attachment
1-10 mm

Use to trim your beard to a uniform length.



Trim and make lines

Use to trim your hair and beard and make lines.



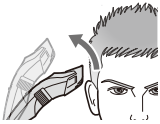
Without attachment
0.5 mm

Use to trim unwanted beard hair.

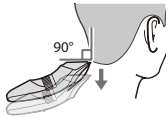


Tips and tricks

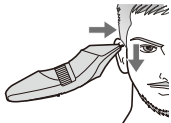
Hair



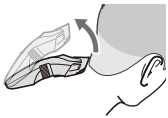
Adjusting the length around ears and on sides



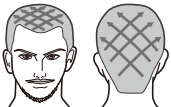
Trimming downy hair around neckline
Without comb attachment



Shaping sideburns
Without comb attachment



Even length at neckline and back of head

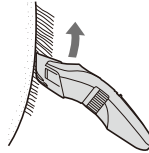


Trimming to an even length

Holding the clipper with the power switch facing outwards, trim slowly while crisscrossing from various directions to avoid missing any spots.

- Do not use when hair is wet. Wet hair may cling to the skin or bunch up, making it difficult to trim.
- To maintain sharpness, remove hair trimmings between usages.
- Before trimming, comb hair to remove any tangles.

Beard



Trimming to an even length

Holding the clipper with the power switch facing outwards, bring the blade in contact with skin and move against the direction of growth.



Trimming downy hair
Without comb attachment

Holding the clipper with the power switch facing outwards, bring the blade in contact with the skin.

- Do not use with shaving foam or when beard is wet.
A wet beard may cling to the skin or bunch up, making it difficult to trim.
- Before trimming, comb beard to remove any tangles.

Product lineup

AC/rechargeable hair clipper ER-GC71

- Sharp blades
- DC motor
- 1-20 mm cutting height
- 38 height increments (0.5 mm each)
- Height adjustment dial
- AC/RC
- 8-hour charge
- 40-minute usage time
- 2 attachments and pouch included



AC/rechargeable hair clipper ER-GC51

- Sharp blades
- DC motor
- 1-10 mm cutting height
- 19 height increments (0.5 mm each)
- Height adjustment dial
- AC/RC
- 8-hour charge
- 40-minute usage time
- 1 attachment and pouch included



MEN'S STYLE BOOK

Supervision

Hair and makeup: Helen Robertson

Fashion: Alexandra Heckel



Professional

ER-GC71

P6-9



Creative

ER-GC71, ER-GC51

P10-13





Professional

Hair clipper: ER- GC71

Hair

21st Century Caesar

The Caesar cut became popular in the 90s, and variants remain hip today. What ties them all together are the more or less horizontal bangs and the short, rounded look overall. The version presented here has rough bangs for modern flair.

Beard

Five O’Clock Shadow

Don’t fight that heavy beard—just tame it a little. Five o’clock shadow adds a touch of spice to a formal style, making a sexy, cool impression.

Clothes

Suit and Tie

The trick is to rock the suit with a touch of rebellion. The first step is to get a conservative suit that fits you perfectly—no compromises! The second step is to accessorize and personalize. The tie and pocket square are two places where a splash of color is in order. Or make the tie and pocket square conservative while letting the shirt stand out. Don’t forget cufflinks, belts, and shoes as further opportunities to project a style!

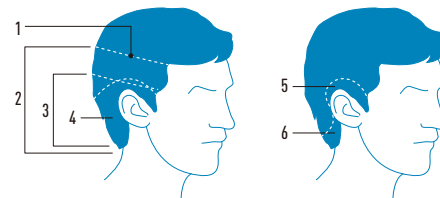


Professional

Hair: 21st Century Caesar
Beard: Five O'Clock Shadow

Hair | 21st Century Caesar

Bangs: horizontal but slightly uneven.
 Overall length: 2-4 cm.



1 Sectioning



Section hair with clips. Separate the top and side.

3 Temple



Trim temple area down further: 15 mm.

Attachment
15mm

2 Sides and back



Trim the sides and back (below the sectioning): 20 mm.

Attachment
20mm

4 Around ear and nape



Trim around the ear to the nape of neck: 10 mm.

Attachment
10mm

Before



Clipper
ES-GC71



It's easier to trim around the ear and nape when you feel with your opposite hand at the same time.

Beard | Five O'Clock Shadow

The important thing about this style is to trim it evenly to the same length every day.

5 Around ear



Trim further around the ear: 5 mm.



6 Lower nape



Fade the lower nape further: 5mm.



1 Trim everywhere | CHEEKS, JAW, CHIN



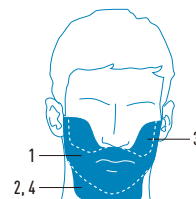
Trim the entire beard: 1 mm.



2 Trim thoroughly | NECK



Move trimmer in various directions for thorough, even trimming.



3 Shave cheeks | CHEEKS



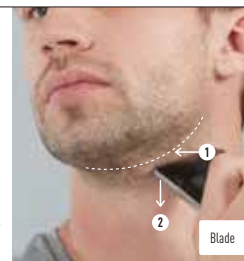
Shave excess hair on the cheeks with shaver blade.



4 Shave chin and neck | CHIN, NECK



Shave excess hair on chin and neck with shaver blade, leaving about 1 cm of shadow under jaw.





Creative

Hair clipper: ER- GC71, ER- GC51

Hair

Slicked Back Undercut

In the undercut, the top stays long while the sides and back are short. The contrast between the two layers gives this cut its daring, creative style. You can part the top, tease it rough, or just let it hang. This version is slicked back for a dashing style.

Beard

Full Beard

Projecting a relaxed mood, this style complements casual or business casual wear.

Clothes

Business Casual

There's no need to stick to the standard polo and khakis! Business casual gives the young gent plenty of latitude to express himself. Combinations of shirts, sweaters, jackets, chinos, and denim are almost limitless. The only thing to avoid is anything stained (that wonderful old pair of sneakers), torn (pre-stressed jeans), too formal (black brogues), or otherwise uncool—you be the judge!



Creative

Hair: Slicked Back Undercut

Beard: Full Beard

Before

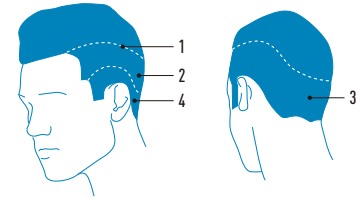


Clipper
ES-GC51



Hair | Slicked Back Undercut

Sides and back: shaved.
Top: long.



1 Sectioning



Section your hair with clips. Separate the top and side.

3 Trim back



Trim the back below sectioning: 10 mm.

Attachment
10 mm

2 Trim side



Trim the side below sectioning: 10 mm.

Attachment
10 mm

4 Trim around ear



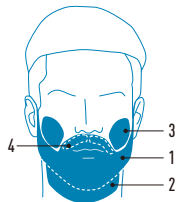
Trim further around the ear toward nape: 3-5 mm.

Attachment
5 mm

Move trimmer in various directions for thorough, even trimming.

Beard | Full Beard

The key to this style is trimming the entire beard to the same length and shaving the cheek and neck.



1 Trim beard | CHEEKS, JAW, CHIN



Evenly trim entire beard:
3 mm.



3 Shave cheeks | CHEEKS



Shave unwanted hair
on cheeks with blade.



2 Shave neck | NECK



Shave excess hair on
neck up to beard line
with blade.



4 Detail | MOUSTACHE



Detail moustache under
nose and around mouth
with precision trimmer.



For smooth trimming, hold the blade perpendicular to the skin.





Suave

Hair clipper: ER- GC71

Hair

Side Part Undercut

The side part is back! In combination with the undercut, this style looks classic and modern all at once. The geometry particularly highlights thick and wavy hair. Accentuating this cut with product is another way to enhance the suavity of the look!

Beard

Stubble

This is the slightly shorter cousin of 5 o'clock shadow, but it's effect is similar: adding a bit of appealing insouciance to the overall look!

Clothes

Casual-Formal

The difference between this style and business-casual is subtle. Instead of deriving from the corporate world, it comes from the creative mixing of your favorite casual and creative wear. No suit, no tie. Instead, combine a blouson or blazer with denim or a chino. On top, your options include t-shirts, button-downs, and knits. Accessorize to your heart's content: leather shoes, or Chelsea boots, scarfs, gloves, and glasses. Combining light and dark colors is definitely in, with white, navy, beige, brown, and pastels as favored shades.



Suave

Hair: Side Part Undercut
Beard: Stubble

Before

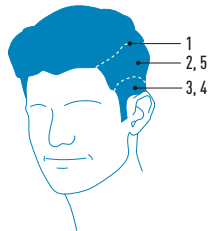


Clipper
ES-GC71



Hair | Side Part Undercut

Sides and back: shaved.
Top: long.



1 Sectioning



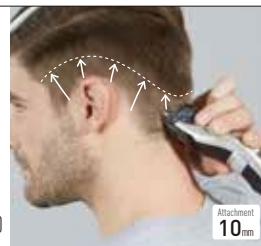
Part your hair on the side and clip on top.

2 Sides and back



Shave below the part line: 20 mm. Shave to an equivalent height on the other side.

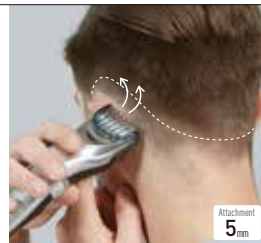
3 Sides and back



Trim area around ear and nape: 10 mm. (It's easier when you feel with your opposite hand at the same time.)

Attachment
10 mm

4 Around ear



Trim area behind ear and nape: 5 mm.

Attachment
5 mm

5 Around ear

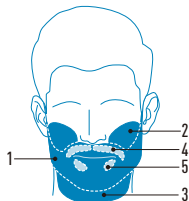


Trim to gradate between 10 mm and 5 mm areas.

Attachment
5 mm

Beard | Stubble

Trimming your neck and cheeks is the key to this style's clean look. Maintain it by neatly trimming the whole beard to the same length.



1 Trim all over | CHEEKS, JAW, CHIN



Evenly trim the entire beard: 5 mm.



2 Trim cleanly | CHEEKS



Trim leaving a clean line of stubble from sideburns to mouth.



3 Trim cleanly | NECK, UNDER CHIN



Trim unwanted hair under chin and on neck.



4 Detail moustache | MOUSTACHE



Make a clean line at top of moustache.



5 Trim to separate | SIDES OF MOUTH



Trim sides of moustache and under bottom lip to highlight moustache and chin beard.



For smooth trimming, hold blade vertically against skin.





Scruffy

Hair clipper: ER- GC71

Hair

Crew Cut

Simplicity never goes out of style. Once cut, this style is a cinch to wash and requires little to no combing. Those sporting a crew cut used to require frequent trips to the barber to keep it short and fresh—but when you have your own trimmer, you're always looking good!

Beard

Chin Strap

The chin strap follows the jawline in a neatly trimmed "strap" of hair. Try it with or without a moustache to get just the look you want.

Clothes

Rough

This is a look you make as plain or glam as you please. So long as it isn't too fancy or formal, anything can work: oversized coats, t-shirts, pullovers, bombers, black leather and dark denim jackets, jeans, and chinos. A wide range of accessories is similarly possible: work and combat boots, sneakers, bold jewelry (silver in particular), chains, gloves, scarves, and sunglasses. Dark colors are, but a fresh white t-shirt is always welcome.



Scruffy

Hair: Crew Cut
Beard: Chin Strap

Before

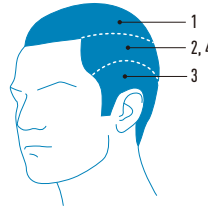


Clipper
ES-GC71



Hair | Crew Cut

This version of the cut features three zones for a stylish fade.



1 All over



Trim entire head:
20 mm.



3 Sides and back



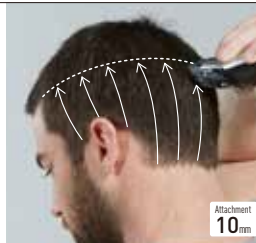
Trim from temple to
nape: 3 mm.



2 Sides and back



Trim sides: 10 mm.



4 Fade



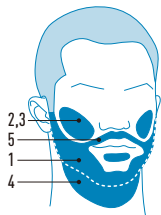
Use the same 3 mm
setting to fade the two
gradations.



Slowly pass a comb over the gradation line while trimming over the comb.

Beard | Chin Strap

Starting with a full beard and moustache, define the edges of the beard. Keep your cheeks, moustache, and the area below your bottom lip clean.



1 Trim all over | CHEEKS, JAW, CHIN



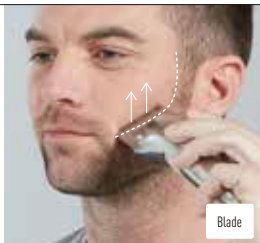
Evenly trim entire beard: 4 mm.



2 Make chin line | CHEEKS, CHIN



Following jawline, create wide line of beard from ear to chin.



3 Trim above line | CHEEKS



Trim upwards from above line with blade.



4 Trim under chin | NECK



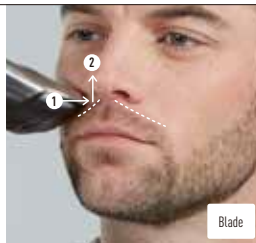
Trim neck up to line under chin without crossing chin strap.



5 Detail moustache | MOUSTACHE

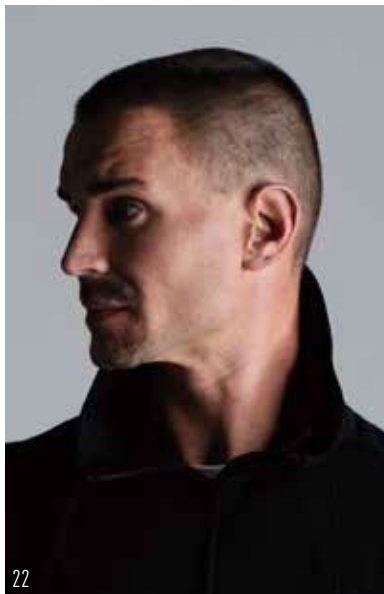


Finish moustache details under nose and around mouth with precision trimmer.



For smooth trimming, hold blade vertically against skin.





Sporty

Hair clipper: ER- GC71, ER- GC51

Hair

Buzz Cut

With this style, you are ready for action—on the field or off! Ultimately sleek, this cut is the perfect complement to a sporty look.

Beard

Moustache and Goatee

Carefully sculpted facial hair adds an elegant twist.

Clothes

Sporty

International football stars have been leading the way in this style, which is characterized by understated urbanity. Combine athletic and training wear with simple jackets, t-shirts, sweat shirts, denim, and chinos. Restrained, simple hues are at the core of the look, but you won't draw a red card for throwing on a shirt or accessory that pops with color or has hip-hop appeal.



Sporty

Hair: Buzz Cut

Beard: Moustache and Goatee

Before

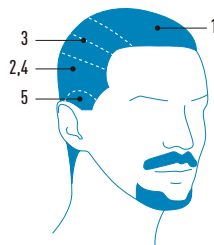


Clipper
ES-GC51



Hair | Buzz Cut

Dividing the head into zones helps give this cut a uniform look.



1 All over



Trim entire head:
5 mm.



Attachment
5 mm

2 Sides and back



Trim sides and back:
4 mm.



Attachment
4 mm

3 Sides and back



Trim upper side zone:
3 mm.



Attachment
3 mm

4 Sides and back



Trim lower side zone:
2 mm.



Attachment
2 mm

5 Around ears



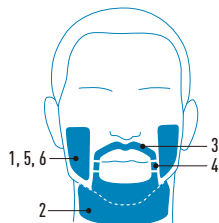
Trim around ears:
2 mm.



Attachment
2 mm

Beard | Moustache and Goatee

Detailed trimming is the key to this snazzy style.



1 Trim outside smile lines | CHEEKS



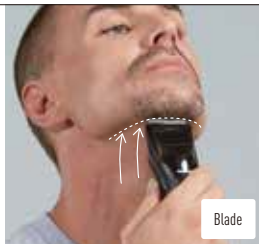
Make a smile to determine edge of moustache and goatee. Trim cheeks neatly outside smile lines.



2 Form goatee | JAW, UNDER CHIN



Trim unwanted hair on jaw and under chin to form goatee.



3 Trim to 1-3 mm | MOUSTACHE



Trim top of moustache to form neat lines.



4 Detailing goatee sides | CHIN



Trim goatee sides to form neat lines.



5 Trim cleanly | CHEEKS



Trim all unwanted hair on cheeks.



A professional's recommendation

Helen Robertson



“
***I love this Panasonic clipper!
It works really well!***
”

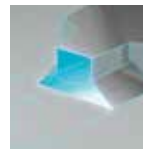
These days, people are more and more interested in styling hair with just clippers. This Panasonic GC series of clippers has a nice balance that makes it easy to use—not too heavy, not too light. It cuts smoothly and creates some great looks. And since it's cordless, I can take it anywhere. I really like it! Guys who are too busy to go the hair salon can keep their hair looking great just with these clippers!



“
***Compared to other products,
these clippers give a really smooth cut!***
”

Precision cutting with 45° edge blades

Durable stainless steel blades with an acute 45° edge enable precise cutting. Sharp cutting edges quickly cut even thick and hard hairs.





“ *The clippers create a smooth, stylish cut with each pass. The GC series makes trimming less work!* ”

Movable blades shaped with an inverted taper

Thanks to the special inverted taper design, the movable blades catch and cut hairs other clippers might miss, cleanly trimming stubble.



“ *You can easily create great-looking gradations.* ”

Precise length settings

The adjustable dial offers 38 settings, from 1-20* mm at intervals of 0.5 mm for easy trimming of hair to the desired length.

*11-20 mm range on ER-GC71 only



“ *Create sharp lines easily. With this one tool, you can also create sharp, attractive beard lines.* ”

Small gap between blades

The narrow gap between moving and fixed blades ensures a cleaner cut.



“ *It fits very naturally in your hand. When I work, I hold the clippers in many different positions, but this device always feels just right.* ”

Cordless, ergonomic design

The ergonomic design features a curved, easy-to-grip form.



Supervision

Hair and makeup

Helen Robertson

Helen began her career in the fashion and beauty industries in London. A well-traveled, versatile men's groomer, she has worked with many famous actors, musicians, and models and has enjoyed being able to bring out a different side of their personality. Her love of fashion makes sure that they have an edge without being too over the top: simple, chic, sexy, and manly!



EXPERTISE

Men's grooming

Fashion

Alexandra Heckel c/o Liganord

Alexandra is busy styling and producing photo shoots for her fashion clients. One of her special skills is working with celebrities, musicians, and artists in the entertainment industry. She publishes regularly in various magazines, demonstrating a keen ability to merge the diverse worlds of fashion design, pop culture, and streetwear. Since 2008, Alexandra has been based in Berlin.



EXPERTISE

Fashion consulting, editorial and advertorial production, and celebrity styling

Panasonic