

STMNT GROOMING GOODS Press Release from Henkel Beauty Care
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History Made at Beautyworld Middle East 2025: STMNT Grooming Goods Achieves Guinness World Record™

Showcasing the Art of Modern Barbering: STMNT Grooming Goods Inspires Creativity, Education, and Innovation Across the Region

At Beautyworld Middle East 2025, the STMNT Grooming Goods barbering community came together to complete over 100 beard trims and shaves in just one hour, marking a historic milestone. The achievement was followed by an exclusive showcase of artistry and education presented by Miguel Gutierrez – globally known as Nomad Barber and co-creator of STMNT Grooming Goods – with barbers and educators from across the region in attendance. The day celebrated collaboration, creativity, and the innovative spirit that defines the STMNT community, demonstrating the craftsmanship of its members while reinforcing the brand's commitment to advancing modern grooming standards.

A Guinness World Record™ Set in Style

On Tuesday, October 28, 2025, STMNT Grooming Goods, in collaboration with Beautyworld Middle East, made history by setting a Guinness World Record™ for the most beard trims and shaves completed within one hour.

With 48 skilled barbers working across 24 chairs, the community successfully completed 191 beard trims and shaves in just one hour, surpassing the one-hour target of 100. The energy in the room was electric as barbers from across the Middle East came together to achieve this landmark feat.

The record reflected STMNT Grooming Goods' mission to push creative boundaries while celebrating the collective passion, skill, and collaboration of the barbering community, reinforcing the brand's commitment to inspiring and connecting barbers across the region and beyond.

A Day of Learning and Inspiration

Following the record-breaking moment, Miguel Gutierrez hosted an exclusive "Look & Learn" session on stage, demonstrating product stacking techniques on a live model. The session spotlighted how STMNT Grooming Goods products can be combined to create versatile, high-performance styles—also showcasing Miguel's expertise and providing an educational experience that inspires creativity.

The celebration continued into the evening with a private live hair show featuring six models, where Miguel Gutierrez presented six distinct looks—each created using STMNT Grooming Goods products. The looks highlighted the brand's versatility and creative potential, inspiring barbers and artists alike to elevate their approach to modern grooming.

A Milestone for the STMNT Community

This historic event brought together barbers, educators, and creators from across the Middle East and North Africa, including the GCC, Lebanon, Morocco, and Turkey — united by a shared passion for their craft. More than a record-breaking achievement, it celebrated the STMNT community's spirit: collaboration, creativity, and the drive to push the boundaries of modern barbering.

The STMNT x Nomad Barber event at Beautyworld Middle East 2025 emphasized the brand's impact on the global grooming movement. By presenting artistry, education, and innovation on a live stage, it demonstrated how a united community can set new standards and inspire the next generation of barbers.

About Henkel

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