



**NEWS RELEASE (With Images)  
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## **ENGLAND TEAM BARBER DANIEL JOHNSON TO OPEN FIRST SMP STUDIO AT MHR CLINIC**

- Premier league hair stylist agreed deal with MHR Clinic after returning from World Cup
- Grooming expert Johnson to open SMP studio AND training academy at MHR Clinic
- MHR Clinic transformed ref Mark Clattenburg with a two day FUE hair transplant
- Johnson to begin Scalp Micropigmentation work at MHR Clinic in September

THREE LIONS hairdresser and leading scalp micropigmentation artist Daniel Johnson will open his first Scalp Micropigmentation studio at MHR Clinic to offer a range of combined hair treatments to clients.

Celebrity barber Johnson, who travelled in tandem with the England team throughout Russia 2018 and has cut CL winner Gareth Bale, Man City forward Rihad Mahrez, Utd winger Anthony Martial and grime rapper Bugzy Malone's hair among other stars, is also a world leading SMP expert and artist.

MHR Clinic –owned by Wales manager Giggs, his pal Craig Henton and England cricket hero Michael Vaughan – made the headlines earlier this year for transforming referee and football pundit Mark Clattenburg's appearance with a two day FUE hair transplant procedure.

Daniel Johnson, who cut Raheem Sterling, Ruben Loftus-Cheek, Ashley Young, Fabian Delph and Jamie Vardy's hair as the England team progressed to the World Cup semis, will launch his scalp micropigmentation service and first male grooming training academy at MHR Clinic in September.

MHR Clinic offers medical and surgical remedies for hair loss in the privacy of the Tatton Estate near Knutsford in Cheshire. High profile personalities regularly use the clinic to boost the condition of their hair under iiii class low level laser lights.

MHR Clinic CEO Craig Henton opted to bring Johnson's services to MHR Clinic. He said: "Discussions went on hold while Daniel travelled with the team. But we were always confident we would come to an agreement after his trip to Russia.

"Daniel is a world class scalp micropigmentation specialist who can now offer complementary services to ours through MHR Clinic. Scalp micropigmentation can improve the appearance of surgical and medical hair restoration. Daniel is the best at doing it.

"His name and appeal in the male grooming world will also strengthen MHR Clinic in that marketplace. We are pleased to have him at our clinic."

Celebrity male grooming expert Daniel Johnson, who announced the deal to his 115K Instagram followers last week, said: "I'm excited to align my male grooming brand with MHR Clinic. Scalp





micropigmentation plays a role in the hair restoration service it offers. The privacy of the clinic's location on the Tatton Estate is paramount for my business, which serves high profile sports stars and celebrities.

"There's been a big shift in perception from remedy to luxury around hair restoration and the success of both these businesses proves it. Men are learning that hair restoration services, including FUE transplants, medical treatments and SMP techniques, are part of modern day male grooming. Men now want real artistry in their hair and my DJ brand and MHR Clinic both offer that."

Ryan Giggs, who plans to expand MHR Clinic with his partners, said: "The two businesses are well aligned. They have complementary services, standards and ambition."

## **ENDS**

### **Additional Notes**

#### **MHR Clinic**

MHR Clinic is a world-leading hair transplant clinic that offers advanced surgical procedures, medical treatments and supplementary therapies to achieve unparalleled, natural hair restoration results for men and women. It is owned by Craig Henton, Ryan Giggs OBE and Michael Vaughan OBE. Based in Knutsford, Cheshire – with a new clinic opening soon in the Harrogate area of North Yorkshire – its specialists have more than 40 years of combined clinical experience and expertise. Its bespoke hair renewal programmes pair breakthrough transplant procedures with measured amounts of low level laser therapy, prescribed medication and herbal remedies. Its state-of-the-art clinics offer the latest hair assessment, transplant and growth technology in private, exclusive and relaxing surroundings. MHR Clinic's comprehensive approach to total hair restoration ensures outstanding results that look natural, stay healthy and keep clients feeling young and confident.

#### **Daniel Johnson**

Daniel Johnson is an award-winning barber, male grooming artist and leading UK Scalp Micro Pigmentation specialist. Sought out by celebrities, sports personalities and royalty, his DJ brand comprises his work as a fragrance entrepreneur. Daniel was one of three barbers to travel in tandem with the 2018 England football team during their recent world cup campaign. While touring Russia alongside Gareth Southgate's squad he was charged with cutting the players' hair between all of their eight matches in the tournament. His barbering skills have been the choice of leading footballers and music artists since he first cut winger Ashley Young's hair as a fast-learning barber 14 years ago. He most frequently cuts hair for players at Man Utd, Manchester City, Arsenal, West Ham and Southampton football clubs. He has been a scalp micropigmentation for more than a decade.

#### **Scalp Micropigmentation**

Scalp Micropigmentation (SMP) is a highly advanced cosmetic procedure that uses pigmentation to simulate the effect of tightly cropped hair on the scalp. While similar to traditional tattooing, Scalp Micropigmentation involves the use of specialized clinic equipment and techniques to inject pigment into the scalp. SMP is an extremely intricate procedure that is used as an alternative or complementary service for patients considering surgical and medical hair restoration procedures. Treatments are tailored to skin colour and type.

#### **Low Level Laser Therapy**

Low level laser therapy is a safe, effective and affordable treatment proven to restore hair growth, enhance hair quality and alleviate medical conditions such as psoriasis, dermatitis and scalp scaling. Undertaken in cold laser light chairs, it delivers a light spectrum that boosts blood circulation and protein production in the scalp and keratin content in hair by up to 30 percent. Patients typically undergo a minimum of two 20-minute laser therapy sessions each month in conjunction with prescription medicines, supplementary therapies and surgical procedures where necessary.

#### **Notes to Editors**

WHERE POSSIBLE PLEASE ENSURE DIGITAL REPRESENTATIONS OF THIS NEWS RELEASE CONTAIN 'DO FOLLOW' LINKS TO MHR CLINIC'S WEBSITE, [www.mhrclinic.co.uk](http://www.mhrclinic.co.uk). For additional quotes, or an interview opportunity with MHR Clinic CEO Craig Henton please contact **Jonathan Stones** on **07460 644844**. For further information about MHR Clinic visit [www.mhrclinic.co.uk](http://www.mhrclinic.co.uk) 

