

Face Shape Guide for Consultations

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1. THE 6 FACE SHAPES

- Oval: forehead slightly wider than jaw, gentle curve from temple to chin
- Round: width = length, full cheeks, soft jaw
- Square: forehead = jaw, strong angular jaw
- Heart: wide forehead, narrow pointed chin
- Long / Oblong: length significantly greater than width
- Diamond: narrow forehead and jaw, wide cheekbones

2. WHAT FLATTERS WHAT

OVAL — almost anything works. Use bangs and length to play, not to fix.

ROUND — add length and angles. Avoid blunt chin-grazing bobs (widens). Lean into long layers, side parts, asymmetric bobs, lob past the collarbone.

SQUARE — soften with movement. Curtain bangs, soft layers, waves around the jaw. Avoid one-length blunt cuts that mirror the jaw.

HEART — balance the wider top with weight at the chin. Chin-length bobs, soft side-swept bangs, waves at the jawline. Avoid heavy bangs that emphasize the forehead.

LONG / OBLONG — add width with weight and fringe. Curtain or full bangs, blunt mid-length cuts, waves and curls at the cheekbones. Avoid long straight one-length looks that drag.

DIAMOND — soften cheekbones, build at jaw. Textured lobes, chin-length layers, side-swept fringe. Avoid slicked-back styles that emphasize cheekbones.

1. THE 3-FINGER MEASUREMENT (chin to ear)

This is a credible ear-to-chin test for whether a chin-length bob will flatter:

- Less than 2.25 inches: long hair is more flattering
- 2.25 to 2.75 inches: chin-length bob is the sweet spot
- More than 2.75 inches: lob past the collarbone is safer

4. EYEWEAR & FEATURES

- Strong jaw + glasses !' soft fringe to break the line
- Petite features !' avoid heavy curtain bangs
- High forehead !' bangs in any form

5. WHAT TO ACTUALLY SAY

Don't: "You have a [shape] face so we should..."

Do: "Looking at your bone structure, I'd love to add [X] right here — it'll bring out [feature]."

Always anchor the recommendation to a specific feature, not a shape category.