

GENT Cuts & Grooming St. Paul Expands Professional Beard Grooming Services Across Minnesota Locations

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ST PAUL, MN - February 24, 2026 -
GENT Cuts & Grooming St. Paul announces the expansion of its professional beard grooming services and specialized training programs across its six Minnesota locations, responding to increased demand for expert men's grooming services in the Twin Cities metropolitan area.

The barbershop St. Paul establishment, which also operates locations in Minneapolis, Edina, Eagan, Eden Prairie, and Apple Valley, has enhanced its beard trimming and shaping services while introducing advanced training protocols for its styling team. The expansion addresses the growing preference among male clients for comprehensive grooming services that combine traditional barbershop techniques with modern styling approaches.

The company's enhanced beard grooming services include precision trimming, professional shaping, and maintenance consultations tailored to individual facial hair types and growth patterns. Each stylist undergoes continuing education to master various beard styles and maintenance techniques, ensuring consistent quality across all locations.

"The demand for professional beard grooming has grown significantly as more men recognize the importance of proper beard maintenance and styling," said a spokesperson for GENT Cuts & Grooming. "Our expanded services ensure that every client receives expert attention to detail, whether they need a precise haircut for men or comprehensive beard shaping and maintenance."

Beyond traditional services, the establishment offers specialized grooming products that allow clients to maintain their appearance between visits. The product line includes professional-grade hair care items and beard maintenance tools selected specifically for men's grooming needs.

The expansion coincides with the company's ongoing commitment to education and training in the men's grooming field. The program covers advanced techniques in haircut styles, beard maintenance protocols, and proper use of professional grooming products. This educational component ensures that staff members stay current with evolving trends and techniques in men's grooming.

Convenience remains a priority for the multi-location operation, with extended weekday hours and weekend availability designed to accommodate various client schedules. The company has also implemented online appointment scheduling across all locations, streamlining the booking process for regular and new clients.

The St. Paul location serves as a flagship for the company's approach to men's grooming, blending classic barbershop traditions with contemporary styling techniques. This combination has established the company as a recognized destination for men's grooming services throughout the Twin Cities area.

GENT Cuts and Grooming operates six locations throughout the Minneapolis-St. Paul metropolitan area, specializing in men's haircuts, beard grooming, and related services. The company maintains a team of trained stylists who receive regular continuing education to ensure service quality. Known for combining traditional barbershop elements with modern grooming techniques, the establishment serves clients seeking professional men's grooming services in a comfortable environment. The company also offers grooming products, gift cards, and special event services for occasions such as weddings.
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For more information about Gent Cuts & Grooming St. Paul, contact the company here:Gent Cuts & Grooming St. PaulGent Cuts & Grooming651-797-4294contact@GENTcg.com867 Grand Ave, St Paul, MN 55105

Gent Cuts & Grooming St. Paul

GENT is a modern barbershop with vintage roots. Clean lines, expert cuts, and an easygoing atmosphere?just how grooming should be. No fuss. No pressure. Just a better haircut, every time.

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