***Hairdresser Simulator*: 50% Off Daily Deal + Discover the New Sandbox 2.0 Hairstyle Editor!**

The developers from Frozen Way and GameFormatic are excited to announce that the long-awaited **free update to the sandbox mode has just been added to the game**. Thanks to feedback from the *Hairdresser Simulator* community, the game now features a new and improved **hairstyle editor**. This tool offers greater precision in styling hair and makes creating intricate, detailed designs easier than ever. The developers also announce that this mode will be coming to PlayStation 5 and Xbox Series X|S, set to debut in the first half of this year.

Additionally, starting today, January 27th, at 7:00 PM CET, the *Hairdresser Simulator* Daily Deal goes live! The base game will be discounted by an impressive **50%**, and the ***Long Hair* DLC** by **20%**. This special offer ends on **February 10th**.

To showcase the possibilities of the new hairstyle editor, the developers have prepared a short video. You can find the video, along with links to *Hairdresser Simulator* on Steam and consoles, below:

**Video:** [**https://www.youtube.com/watch?v=WEoPyAuEjfA**](https://www.youtube.com/watch?v=WEoPyAuEjfA) **Steam:** [**https://store.steampowered.com/app/1330560/Hairdresser\_Simulator/**](https://store.steampowered.com/app/1330560/Hairdresser_Simulator/)
**PlayStation:** [**https://store.playstation.com/pl-pl/concept/10010160**](https://store.playstation.com/pl-pl/concept/10010160)

**Xbox:** [**https://www.xbox.com/en-US/games/store/hairdresser-simulator/9nx6vdnr7jcm**](https://www.xbox.com/en-US/games/store/hairdresser-simulator/9nx6vdnr7jcm)
**Frozen Way Official Discord server:** [**https://discord.gg/frozenwayofficial**](https://discord.gg/frozenwayofficial)

**About *Hairdresser Simulator***

Have you ever dreamed of becoming a legendary hair stylist? *Hairdresser Simulator* gives you a unique chance to make this dream a reality! Imagine hair with complex physics, designed to behave just like in the real world. Discover the technology developed by us especially for the game and check out the crazy hairstyles you can do!

**In *Hairdresser Simulator* elements of simulation, fashion design and management are combined to create a dynamic playground that lets you dictate trends in the hairdressing industry.** The game puts you in the shoes of a newbie hairdresser, providing a detailed experience and varied, challenging gameplay. You will have to divide your time and effort wisely between mastering your professional skills, giving each customer a dream haircut, and managing your own hair salons. To become a top-notch hairstylist, you will need to stay up to date with current fashion trends and learn new hairdressing techniques. Experiment with hair colors, cuts, styles and trends that push the boundaries of imagination, and build your hairdressing empire from scratch!

With an **extensive selection of styling tools and skills**, you will have a wide range of options when it comes to their customer’s hair. Unique coloring, asymmetrical cut, brush modeling, or straightening? There are plenty of ways to appeal to customers – their positive opinions will support building up the virtual salon’s reputation.

There are **two kinds of customers** you will meet in *Hairdresser Simulator*. The first one comes with specific requirements regarding a hairdo, the second one – on the contrary! Thanks to an **extensive in-game character creator** you will be able to create any character you want. Choose the color and condition of their hair, customize the face, select clothes… Create your very own character!

***Hairdresser Simulator* comes with an exciting set of features:**

* **Choose from 10 hairdressing tools**, like scissors, clippers, straighteners, curling irons or combs
* **Master your skills in 10 hairdressing techniques** – thinning, dyeing, straightening, curling, brushing, and more
* **Use extensive in-game character creator** and let your imagination go wild
* **Purchase 9 potential salon locations in need to renovation** – like a library or a pub in the basement – and turn them into perfect hair salons
* **Take good care of 18 customers with individual stories**, hand-drawn avatars and full voice acting
* Take appropriate actions to treat your customers’ hair and improve its health
* **Manage your hair salon wisely** – customize it, hire new employees, set the work schedule, and more
* Take care of the reputation of your hair salon
* **Meet Hairry** – an adorable little robot that helps clean up after haircuts.

**About Frozen Way**

Frozen Way is a game development studio and publisher from Cracow, Poland. You may know them from co-creating *House Flipper* with its *Pets DLC* and *Farm DLC*, as well as creating and releasing *House Flipper VR*, co-releasing *Builder Simulator* on Steam, and co-developing *Chornobyl Liquidators*. Currently, they are developing *Honeycomb: The World Beyond* and *House Flipper – Dine Out DLC*, focusing on the PC market and next-generation consoles. They are a group of friendly people with a passion for video games. Gamedev is their lifestyle and philosophy, so there's nothing better than seeing their creations bring a lot of joy to the community. In the end, we're all nerds, aren't we?

**About GameFormatic**

We are a game developer and publisher based in Cracow, Poland. With a passion for innovation, we create engaging experiences for our gaming community. As a company, we thrive on the dynamic intersection of commitment, expertise, and a relentless pursuit of excellence, making us a driving force in the ever-evolving landscape of interactive entertainment.