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Five Wits is a luxury haircare brand founded by renown stylist and owner of Blackstones Hairdressing in New York City, Joey Silvestera.

Five Wits is inspired by our belief that beauty develops from the inside out. The brand is named after our five inward senses, which centuries ago were coined our *five wits*.

IMAGINATION. *FANTASY*.

WIT. *INSTINCT*. MEMORY.

The *five wits* are what distinguishes each of us to be the unique characters that we are. It's the creative force behind how we express ourselves. The Five Wits brand is built on the power of personal presentation.