



WHAT IS IT?

SHOWER ESSENTIALS

Your beard is a beautiful flower, and it's high time you started showing it some respect! Normal shampoos and conditioners contain drying agents and chemicals that strip the life out of your beard hair, and they do nothing to nurture the skin underneath. Our specially formulated beard shampoos and conditioners maintain your beard's perfect PH level, with natural oils and exfoliants that reach deep down into the skin, pores and roots of your hair follicles — they're an essential element of keeping your beard looking as clean and healthy as possible.

BEARD BUTTER

It happens to everybody — it's your beard anniversary, and you completely forgot to get your beard a gift. Have no fear, there's no better way to show your beard love than some good old fashioned beard butter. Made with essential oils that nourish your beard and skin. Don't get confused, this isn't the stuff you put on your toast. Beard butter is a soothing moisturizing cream that helps fight beard dandruff and keeps your beard as soft as cashmere sweater. An alternative to beard oil, you'll be left with a healthy matte finish. So the next time you forget your beard's anniversary, why not renew your vow to love, honor and cherish? There's no need for a ring, just go to the nearest mirror, get down on one knee, and ever so tenderly apply some artisanal beard butter.

BEARD OIL

When you need to repair, replenish and rejuvenate your beard and skin at the same time, then beard oil is the way to go. This stuff was developed by leaders in the cutting edge field of beard science, so you know it has to be good. It's jam packed full of natural oils designed to clean out pores, repair and strengthen facial hair and leave your beard with a nice, healthy shine. Perfect for sensitive skin, beard oil also penetrates deep to help fight beard dandruff. So what are you waiting for? Oil up my friend, and you'll be ready to take on the world.

BEARD BALM

There's nothing like a thick, full beard to protect your face on a cold winter's day. Shouldn't you repay the favour, and do something to protect your beard? That's where beard balm comes in handy. Beard balm keeps your beard feeling and looking great all day, so you can always keep it cool and classy. Keep scraggly hairs in check and shape your beard to look its manliest at the same time. It also acts as a leave-in conditioner, replenishing and coating the beard hair with important natural oils that can get stripped away with daily wear and tear. Top that all off with a great variety of signature scents and what have you got? The perfect recipe to give your beard the attention it deserves, that's what.

HOW TO APPLY:

SHOWER ESSENTIALS

Rub the shampoo, beard soap or conditioner into your hands to get a nice soapy lather and then rub it deep into your beard. Make sure to really massage right down to the root of the hair follicle to remove any dead skin cells that have accumulated since you stopped shaving.

BEARD OIL
3-5 x 

BEARD BUTTER
1 x 

BEARD OIL & BEARD BUTTER

Place the appropriate amount of beard oil or beard butter into your palm, then apply working down into the skin and throughout. After which, comb through with a wide toothed comb a few times before switching to the finer toothed side for a finishing touch.

BEARD BALM
1 x 

BEARD BALM

Press your fingernail into the balm and drag your finger forward, accumulating a fingernail sized amount of balm. Warm up the small amount of balm between the palms of your hands before coating hairs and styling your beard into shape.



TAKE CARE OF YOUR BEARD

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