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INTRODUCTION:

I am a man. I have a beard. We work in synergy. It is how things should be. How all male faces should feel, undiminished by the blade of a razor. My jawline thriving in its natural state.

Maybe you have long been an admirer of the follically indulgent and have yet to release your face from the shackles of the shave.

Maybe you dream of it.

Your subconscious projecting its aspirations as you sleep. Maybe you see yourself stood upon a hilltop, your beard flowing in the breeze as a flag flies high above a battlefield. One foot placed on a rock as you observe the landscape below. You are a King, a warrior, a magician, a lover.

This feeling does not have to pass as you wake to a bald, emasculated chin. This feeling of masculinity is a rite of passage handed down to you by your ancestors.

It is within you.

Throughout the pages of this book you will find the knowledge you will need to aid you on this journey and the tools you will require to support you in the adventure that lies ahead...
Growing the Beard

It will take time, give it time...

As a beardsman you will reach certain milestones that will each offer their own challenges:

- a 1 month beard
- 3 month beard
- a yeard (year long beard)

1 Month

Somewhere during the first 4 weeks is usually the point where a new beardsman decides to shave. Be mentally ready.

One of the most challenging parts of growing a beard for the first time is being able to handle the reaction of the people around you. Some may say that a beard just doesn't suit you. Your family might try to convince you to shave and your friends and colleagues may mock you.
Add to this the frustration that you may feel the beard isn’t growing as fast as you’d liked and that the skin underneath the beard is itchy then the 4 week milestone presents quite a challenge.

The bigger something grows, the more resources it requires and your facial hair will reach a point when the natural oil your skin produces (sebum) will not be enough to keep it from getting dry as the hair is needing more nutrients. Another reason your beard is itchy is that when you shave you’re essentially creating little spears on the tips of each hair. Eventually they get long enough to bend around and poke at your skin. Your neck is very susceptable to this because of the angle where the neck meets the head and this explains the itchiness. Using Beard oil will soften the hairs and moisturize the dry skin removing the itch. Beard oils contain carrier and essential oils, vitamins and minerals which feed and moisturize the beard and impregnates the hair follicles making the perfect environment and conditions for good, strong speedy hair growth.

After making it through these initial stages, all your facial hair related problems will cease, and your friends and family will forget you were once a wimpy clean shaven lad. You will now be seen as a bearded manly man.

Tip:

A good tip is to set a date in your diary, maybe six weeks from when you start to grow your beard and wait until that date to decide if you are going to join the beard brotherhood or reach for the razor!

3 MONTH

When you have conquered the the itchy phase you’ll get to the point where your beard will look untidy.

To neaten up your look I recommend trimming the neckline, upper cheeks, and mustache lip. However, If you’re going for the yeard, or natural beard, you should leave the length of your beard untouched.

1 YEAR

Once you reach this lofty goal, you may be tempted to try for the holy grail of beards - the Terminal Beard, which is the maximum length you can genetically grow.

With each length you’ll be presented with slightly different challenges.
The health of the skin under your beard is probably the single most overlooked part of beardsmanship. To make a quick point let’s think of how a farmer grows his crops in a field. The farmer cannot expect to grow quality crops without the right nourishment being in the soil. Now your skin plays the role of the soil and your beard hair is the crop. End of point.
The first thing to realise is that the hair on your face is different to the hair on your head. Head hair looks and feels a bit different from the hair on your face. This is because different parts of the body produce different kinds of hair.

After puberty a male body grows head hair and androgenic hair, which is your bristly body hair. Although Beard hair is of the androgenic type just like the rest of your body, it also continues to grow just like head hair.

THE CYCLES OF BEARD GROWTH

The growth of a beard is subject to a bit of a journey whilst growing, a series of stages that lead to the holy grail of the long beard. There are three different stages of growth – anagen, catagen, and telogen.
ANAGEN

This is the stage we are most concerned with as it is where your beard will grow the most and is the stage of active growth. The length of this stage (whilst dependent on your genes and genetics) will take around two months or so. This same stage for head hair lasts a mammoth two to six years!

CATAGEN

This is the phase between anagen and telogen, and is a period where your hair stops growing. This period usually lasts around 2-3 weeks.

TELOGEN

This phase is where no new hair growth occurs and the hair stays the same length. During this stage the cells prepare to start back at the beginning in the anagen stage again. This period can last from 3-9 months before it all starts again from the beginning.

HOW LONG (WHAT LENGTH) WILL A BEARD GROW?

The average beard, if left untouched, will grow three feet long. The total length will again depend on your genes. It may grow less or even longer.

This may seem like a stupid question, but seriously what is a beard and what makes it grow? Well just like all human hair on the body, a beard is composed of a protein called keratin.

HOW LONG DOES IT TAKE TO GROW A BEARD?

A beard will generally take between 2-6 months to grow. This of course is dependent on the person, the genes, and the genetics.
WASHING

Avoid using regular shampoos and soaps that are full of chemicals.

There are many different types of silicones and it can be hard to tell if your shampoo or conditioner contains them if you don’t know what you are looking for, but look out for words ending in ‘cone’ on the ingredient list, e.g. dimethicone. Water insoluble, meaning they are very tricky to wash out.

Used to give your hair added shine and smoothness, silicones form a layer around the hair shaft, smothering the hair and preventing moisture from penetrating, which can lead to dryness and brittleness.

Silicones create the temporary illusion of healthy hair, but as they continue to build up layer by layer is hard to remove and prevents moisture and essential oils from getting to the hair shaft.

**WATER SOLUBLE SILICONES**

- Dimethicone Copolyol
- Cyclomethicone
- Lauryl Methicone Copolyol
- Any silicone with PEG as a prefix

**NON-WATER SOLUBLE SILICONES**

- Amodimethicone
- Dimethicone
- Pheryl Trimethicone
- Ceteraryl Methicone
- Dimethiconol
- Amodimethicon
- Stearyl Dimethicone
**DIET**

**EAT PROTEIN, VITAMINS AND MINERALS**

Start by eating more foods that are rich in proteins like beans, eggs, and fish. Eat more fruit & vegetables as they will help to provide some of the vitamins and minerals your hair requires to grow more rapidly. If you just eat junk food and sugar etc. then the lack of appropriate nutrients in the body will result in a slowing down of hair growth.

**DE-STRESS**

Stress is a killer when it comes to hair growth, leading to hair loss in many men. Reduce the stress in your life by exercising more and getting a full night’s sleep each night.

Biotin will help your hair and nails grow faster.

In other countries it’s called vitamin H for hair. In addition to these basics, you can add zinc, vitamin B (specifically B6), and magnesium.

**KEEP HYDRATED**

Although it seems pretty obvious, many people do not keep hydrated properly. Ditch the sugary drinks and juices and drink plenty of water every day.
BEARD OIL

This is the one essential piece of kit for keeping your beard and mustache in tip-top condition. The importance of beard oil can never be stressed too many times. Not only is it good for your beard, but also for the skin underneath your beard. Here’s how to apply beard oil like a boss!

Put a small amount of beard oil in your palm and work it into both hands. Then first, working your way up from where your beard starts at your neck all the way up to your chin. Rub the oil onto the underlying skin, on your cheeks, running your fingers through your beard. Rub lightly be careful not to get too much oil on your skin or it might close off all your pores. After this work your way downwards running your fingers through all the portion of your beard, making sure you get good coverage for all the hair in your beard. Stroke and run your fingers through your beard along the shape that it is meant to be in. After this, taking a beard comb, run it through your beard downwards along the flow to make sure the oil spreads to each and every part. By preventing the skin from becoming dry, oiling your beard regularly helps in reducing itchiness and prevents dandruff growth. If you are oiling your beard properly it should feel like an enjoyable massage, rather than a chore. A properly oiled beard can feel almost like silk if you run your fingers through it.

Beard oils: balance beard hydration using beard oil. Washing can take away the naturally secreted oily substance called sebum from your beard and so beard oils act as conditioning agent when left in the beard. The best oils to pick would be the ones without any silicones and parabens, which are chemicals masking the poor hair and giving an illusion of healthy hair beneath. The best beard oils contain castor oil and some other carrier oils to make the beard healthy and smooth. The ideal time to use beard oil is right after the shower, once a day for optimum health and shine. The warm water bath opens up pores and this becomes the perfect time for applying the oils. Make sure the beard is patted dry before you apply the oil. If you have a long beard, 7-8 drops of oil would be enough, and for shorter beards do not use more than 3 or 4 drops of the oil.
BEARD BALM

Balms will condition to an extent but they are mainly used to style your facial fuzz. Beard balms are generally made using beeswax, butters or lanolin. As well as styling balms also help to hold the the beard as the butter based balms are heavier than oil so help keep loose hairs tamed.

Beard balms: Balms help keep the beard slick and hydrated and also set it in a proper shape. It keeps the rogue hair strands in check. A good balm shall make your beard look fuller and well-cared-for. They have sealants like waxes, shea butter etc. Using balms is great when you want to carry a formal look and need to keep your beard frizz in control.

MUSTACHE WAX

Mustache wax is purely used to hold and style your mustache and/or beard, and they are generally used alongside oils and balms. Waxes do not have conditioning oils but are great to hold position and create styles such as a handlebar mustache.

BEARD BRUSH/COMB

You can use just any old brush or comb on your beard.

Dedicated beard combs will generally have wider bristles/teeth so they do not pull on the facial hair. Although many people don’t think they need to comb their beard, it has a number of benefits. A comb can remove knots and tangles from your beard (especially important for longer beards). Combing your facial will make sure individual hairs are separated and will make trimming easier. Brushing and combing promotes good hair growth. Your beard constantly needs to grow out healthy hair from the roots and brushing or combing catalyses this process by stimulating the underlying hair follicles at the root. Also the strands of hair in your beard can get disheveled from time to time; you might not realize it, but this can happen even for shorter beards. Combing, by its general purpose, helps you to maintain the style of your beard.

Beard comb and brush: You need a good comb and brush to tame those locks on the face. If the hair in your beard gets too entangled, it might lead to breakage, matting and it can even house germs and bacteria and worse, lice which can be really unhygienic to have on the body. Combs and brushes also help maintain a prim and proper look.
Beard scissors: They are absolutely necessary in order to shape, trim and alter length of your beard. The caveman-style haywire hair can be clipped closely in order to give a shapely look to the beard. These scissors needs to be very sharp so that they cut in a snip, don't snag on the hair and have short and sharp blades. The moment a beard scissor gets even slightly dull, one must change it in order to save the beard hair from getting pulled and painful eventually.

**TRIMMING**

Something to remember when trimming!

On a very important note, never trim after a shower or when your beard is wet. Since wet hair uncurls and is longer in length you might end up cutting off much more than you planned. You will notice the blunder only when your beard dries.

**SILICONE-FREE SHAMPOO**

Beard wash: a designated chemical formula to work on the tough beard hair is very handy and must be bought if one needs clean, healthy and nice looking beard. The normal body washes don't work on beards because skin is different from hair; for that matter even shampoos don't work because hair on the scalp and hair on the face are very different. Get a good beard wash so that your beard grows well too, without getting overly dry or frizzy.

I'd recommend using a natural bar of soap that doesn't have irritant chemicals in them (like sodium laureth sulfate).
Train your beard with a blow dryer and comb

Heat + tension = direction

Drying Your Beard

With a longer beard, you may find that using a blow dryer will help your beard look more full and tidy.

When using a blow dryer on your beard, blow from the neck up as this will essentially “poof” out the beard.

If you want to use styling products I’d recommend applying a beard balm while your beard is still damp and then blow drying. After the beard is dry, use the blow dryer to blow the beard down into its final resting place.
Not all beard oils are created equally. Many cheap and crazy smelling beard products contain harmful ingredients that can damage your beard. Beard oils will come in a blend of carrier oils that not only “carry” the essential oils to your hair and skin but provide a balanced diet for your beard. Each oil in the blend will provide its own benefits to your face and beard so we have compiled what we consider the most effective below:

**RICINUS COMMUNIS – CASTOR SEED OIL**

Dermatologists say castor oil is the best for hair growth because it stimulates faster hair growth. This pale yellow liquid collected from pressing the castor seeds is great oil for hair and skin as it is rich in antioxidants. It is even used for acute dermatitis and psoriasis which are both conditions of extremely dry and itchy skin. The benefits of castor oil for the skin and hair:

- It fights acne well. The application of castor oil restores natural oil balance of the skin.
- It is rich in ricinoleic acid and omega 6 fatty acids making it great oil for hair growth. It makes hair rich and shiny looking.
- It is great for falling hair as it can immediately stop hair fall, thanks to its properties of triggering growth of dormant follicles and making the existing ones stronger.
- It treats dry and scaly skin and scalp, making problems like scratchy skin and dandruff a bygone.
- It can treat wrinkles too, as it boosts production of collagen (which fills out wrinkles). It is also used to achieve thicker eyebrows due to its properties of hair growth.
SIMMONDSIA CHINENSIS – JOJOBA OIL

It is a very popular type of oil, widely used in cosmetics, made from the seeds of the jojoba shrub which is a desert plant. This oil and the wax which is also made from this seed are very commonly used in personal care products. This clear golden liquid with a nutty aroma is a definite ingredient of shampoos, creams, lotions and moisturizer. Here are the benefits of jojoba oil for skin and hair:

- This oil hydrates well so it’s good for the skin as well as hair.
- It is rich in vitamins like Vitamin E and Vitamin B, minerals, antioxidants and it also does not evaporate quickly like water based moisturizers, making it a good choice for long term application and reaping the benefits.
- This oil is anti-ageing and also is hypoallergenic when it comes to acne, as it is almost similar to the human body’s natural facial oils.
- This oil soothes sunburns and also makes dry skin better.
- For hair, it soothes the scalp and treats dandruff problem effectively.
- This oil can prevent hair loss and also promote hair thickness.
- This oil helps achieve better circulation and makes the scalp devoid of any germs.

ARGANIA SPINOSA – ARGAN KERNEL OIL

Collected from pressing the kernels of the Argan tree, this oil is a usual additive to cosmetics, specifically conditioners for skin and hair. This is oil from Morocco. It is also edible oil. In early times it used to be restricted to the rich because of the lower availability, it used to be rarer. Here are the benefits of Argan oil:

- It removes itchiness and rash from the skin very fast. It can cure swelling and soothe the skin in no time.
- It makes the skin softer and supple, and is a great moisturizer. It is especially great for dry and sensitive skin.
- It also makes for a great hair conditioner because of its high fatty acid and vitamin E content.
- It is perfect oil for reversing ageing effects, acne and wrinkles too.
- It is also good for nail and cracked skin. Apply over broken or uneven skin or chewed nails (on the cuticles) and see the difference.
SCLEROCARYA BIRREA – MARULA SEED OIL

Marula seed is a type of oil extracted from the fruit of the marula tree. It is a traditional African remedy for many skin problems and face issues. It is good oil as an additive to the beard oil. Here are the benefits of marula oil for skin and hair:

- It is a hypo-allergen, anti-inflammatory plant product which has the texture and fell of serum. It is good for the skin as it absorbs faster, leaves no stickiness and relaxes the skin.
- It regenerates repairs and hydrates well, making it a perfect choice for a moisturizer or a hair product.
- It helps calm down the skin’s reactivity and hyperactivity when exposed to sun, oily food or the like.
- It helps the skin stay hydrated by locking the moisture.

ADANSONIA DIGITATA – BAOBAB SEED OIL

Baobab trees are characteristic African trees marking the landscape with their uniqueness, and similarly unique are the seeds and their oils. This oil is added to cosmetics in raw form. The seeds are a storehouse of goodness for skin and hair. Here are some benefits of baobab seed oil:

- This oil has Vitamin C, A, D, K and fatty acids which work for anti-ageing effects on the skin, making it look fresher and healthier.
- It repairs the skin, removes dryness, hydrates without clogging the skin and rejuvenates it making it smoother.
- It is great for a dry and itchy scalp and eventually removes dandruff too with repeated use.
- It makes detangling easier too, making it a great ingredient for beard oils.
**PRUNUS AMYGDALUS – SWEET ALMOND OIL**

This oil is almost magical in its benefits to the skin! It is full of vitamin E and A, fatty acids and proteins which are all great for the skin. There is a bitter oil too, but that’s only used for fragrances etc. here are a few benefits of sweet almond oil:

- It is a powerful antioxidant so it makes the skin appear younger.
- The Vitamin E acts as a barrier from UV radiation and so the damage is controlled.
- Thanks to Vitamin A, the acne on the skin gets controlled. Also, recurrence of acne can be stopped with this oil.
- Sweet almond oil is great for hair too, as it can restore the strands to natural texture and hydration which are often stripped off by cosmetic products.

**AVOCADO OIL**

Called a superfood, Avocado is great for health when consumed and also when applied! The oil that is extracted is edible as well as very good for cosmetic purposes. Here are some uses of avocado oil for skin and hair:

- Avocado oil has dense moisturizing effect. It hydrates the skin well
- The oil has anti-inflammatory properties and thus, it reduces and controls acne
- It is very good for nail and scalp health as its high vitamin D and beta-carotene are responsible for better cosmetic health
- It also helps deal with dandruff
- It is very good for sun-burnt skin

**TOCOPHERYL ACETATE OR VITAMIN E**

All the oils discussed above are rich in Vitamin E and hence they are useful for skin and hair – this is enough evidence for Vitamin E’s importance for the healthy skin and hair. It is known for antioxidant effect which deals with damage effectively. The vitamin also reduced hair fall and helps in healthy growth of hair too! It also restores the shine in hair and skin which is stripped off due to chemicals.
Since the beginning of time, beards and facial hair have played a role in the lives of men and have had many uses during our history. Early humans grew beards for warmth, intimidation and protection. Facial hair kept prehistoric men warm and it also protected their mouths from sand, dirt, the sun and many other different elements. A beard on a man’s face creates the look of a stronger looking jaw line; this exaggeration helped them appear more intimidating. A beard was more a tool to help save one’s life rather than physical appearance but eventually it stuck around as a symbol of manliness, chivalry and added a lot of character to a man’s personality. Often men in power were assumed to have pronounced facial hair for the effect it had on the onlooker as a beard would really add to the impact of a man’s presence.

The King: Can you imagine a king without a beard? I keep trying, but I can’t. My mind cannot complete this task - Midas, Arthur, Aragorn, The Burger King, Old King Cole, King James, Henry VIII... all bearded. What is it about the beard that is so kingly? Perhaps it conveys strength, the strength to lead nations. Perhaps it conveys wisdom, the wisdom to successfully grow an empire. The King is required to be the consummate man, and what is manlier than a regal beard? Basically, nothing. It’s hard not to submit as a humble subject to the beard.

The Viking: In addition to their horned helms and leather tunics, these Nordic warriors are always depicted wearing giant braided beards. It only makes sense that the Viking has a braided beard. After a long day of hacking guys to pieces with your battle axe, of hoisting blazing torches to thatched roofs, of raiding a town’s surpluses and gorging on roasted meat and wines, what better way to celebrate the day and unwind the stress than by braiding your long scraggly beard.

The Lumberjack: From the ground up a lumberjack is made up of work boots, blue jeans, a flannel shirt, a burly beard, and a wool cap. It is a fact that all lumberjacks look like this. The work boots are obviously needed for toe protection. The blue jeans are a great long-lasting pant. The flannel shirt provides warmth without weight and excellent breathability. The wool cap is to keep the head nice and warm during those rare rest periods. But what is the purpose of the beard? I like to think it is to provide a replacement habitat for wildlife displaced by the logging. Bluebirds happily chirping in their beard-nest as the lumberjack swings his axe and heaves his saw back and forth. Chipmunks darting in and out of the beard all the while. What a satisfying lifestyle.
The Sea Captain: The sea captain is always bearded, and for some reason, always old. I guess the grey in his beard looks nice with the navy blue of his pea coat. There really is no mystery as to why the sea captain wears a beard. I can only imagine his difficulty in trying to shave as the ocean throws his ship left, right, front, and back. I for one would not want a razor anywhere near my neck in such conditions. I imagine that hiding under their beards, all sea captains bear the scars left by the shaving attempts made in the folly of their youth.

The Gods: Greek gods, Roman gods, Hindu gods, Yahweh. These guys love to sport the long flowing beard. The obvious conclusion is that the beard is a sign of perfection. God created Man in his image... only for Man to deny his Father and shave his perfect beard. Am I suggesting that shaving is a blasphemous act? God gave you a beard and you keep cutting it off. I'm just saying. In the long saga of human civilization, it is undeniable that beardedness is closely linked to greatness. It takes a certain kind of man to grow his beard. It takes patience, a disregard for convention, a will to innovate, and a desire to stand out.
Thanks for downloading the ebook.

Hope you found the content to be informative and useful. The next step would be to apply the grooming tips and use the best oil that suits your grooming needs.