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THE CAMDEN ART OF BEARDCARE

The ultimate guide for your
individual beard care routine

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The Camden Art of Beardcare: The ultimate guide for your individual beard care routine

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1. WHAT TO EXPECT

What to expect

No matter who you are — one thing we know for sure is you have a beard and you want to take care of it. Maybe you're already an experienced professional and you're thinking that we can't tell you anything new about the perfect beard care routine. Maybe you're also someone who loves their beard, but no longer sees it as something to really care for. Or maybe you want to grow your beard but you can't stand the itching, the lack of definition or the stupid remarks from people...

We want to give you a guide where you can go from the “just let it grow” type of person to a “I’m a beard care professional” type of person, who knows exactly what he wants, how he wants it and what suits him best. It's not always easy to have this vision of a wonderfully well-groomed, full beard in mind when your own gets out of hand

and you would rather grab a razor in order to avoid having to deal with it. But whether you have a fully grown beard, a moustache or a 3-day beard — we are here to give you the ultimate guide for the perfect beard. The right care is essential for the appearance, health and shape of your hairy companion.

Are you ready?



2. WHY IS A BEARD CARE ROUTINE IMPORTANT?

Why is a beard care routine important?

Do you ever sometimes feel that your beard just does what it wants? Well — it will only give back to you what you invest in it. So if you don't comb your beard regularly, it will take revenge by tangling all the hairs. If you don't give it the necessary moisture, the hairs will stick out in all directions like a dried-up clump of grass.

A little brushing here and there and briefly rubbing beard oil into your beard won't give you the best results. But with a well-established routine, you will quickly experience success with very little effort. And that's exactly what you want, right?!

It is very important that you have a routine that is tailored to your needs in order to achieve the best possible results for you. What may sound inconvenient and exhausting at first will eventually pay off when you take a look in the mirror before heading off to work or university, and you see that beautifully well-groomed beard staring back at you.

The correct beard care routine ultimately results in less work (and stress!). This is because once your beard has been tamed, it becomes much easier to work with. The perfect routine is characterised by two important key elements: regular care (who would have thought?) and choosing the right products. These are the only ways to guarantee that your beard will get the proper love it truly deserves.

**Does a good
beard care
routine make
my beard full,
soft and
well-groomed?**

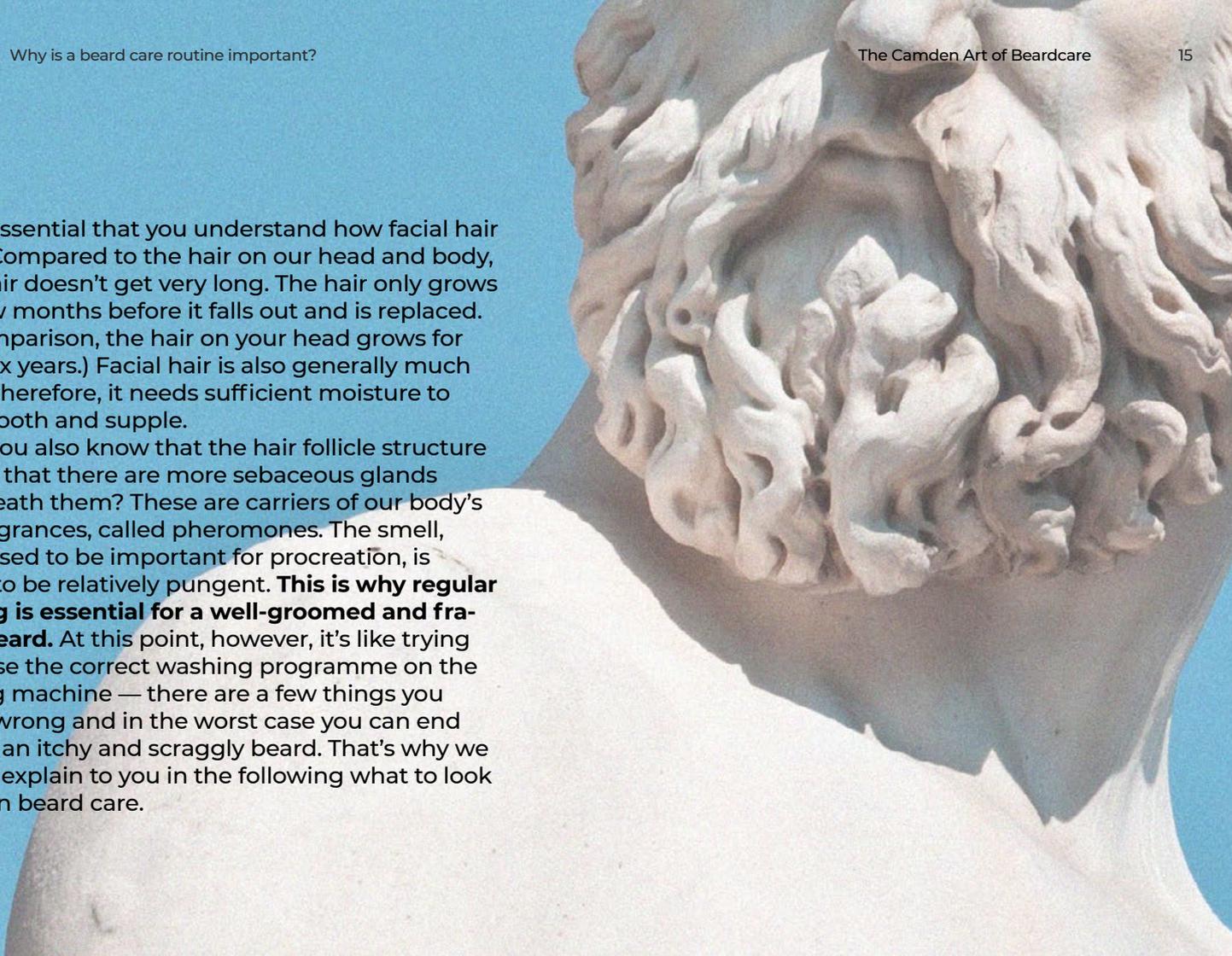
**One of the most frequently
asked questions around the topic
of the “perfect beard care routine”
is whether your beard becomes
soft at all. To put it simply:**

yes, it will!



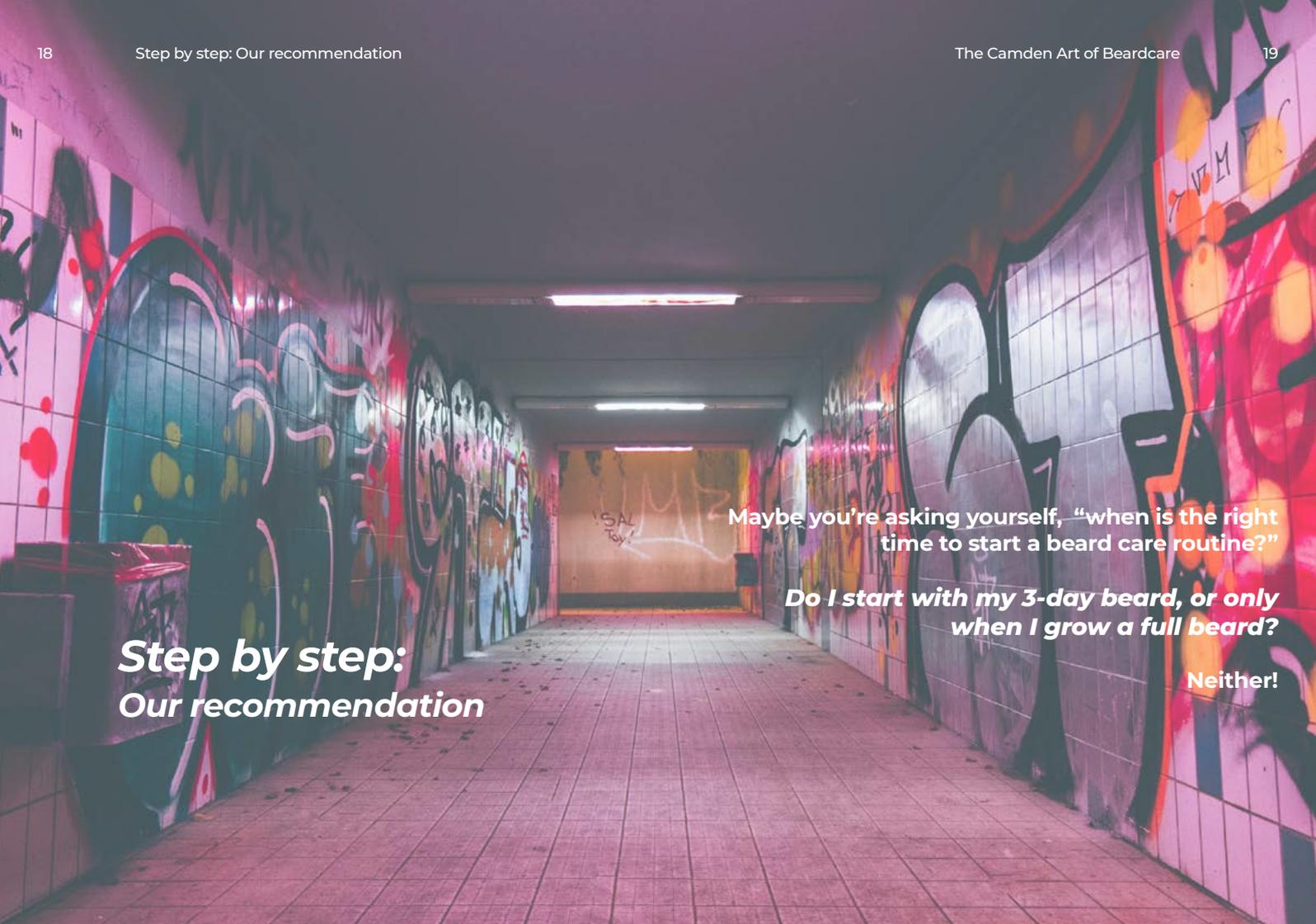
It is essential that you understand how facial hair works. Compared to the hair on our head and body, facial hair doesn't get very long. The hair only grows for a few months before it falls out and is replaced. (For comparison, the hair on your head grows for about six years.) Facial hair is also generally much firmer, therefore, it needs sufficient moisture to stay smooth and supple.

Did you also know that the hair follicle structure ensures that there are more sebaceous glands underneath them? These are carriers of our body's own fragrances, called pheromones. The smell, which used to be important for procreation, is known to be relatively pungent. **This is why regular washing is essential for a well-groomed and fragrant beard.** At this point, however, it's like trying to choose the correct washing programme on the washing machine — there are a few things you can do wrong and in the worst case you can end up with an itchy and scraggly beard. That's why we want to explain to you in the following what to look out for in beard care.



The background of the page is a complex, abstract geometric pattern composed of various shades of purple and pink. The pattern consists of overlapping, angular shapes that create a sense of depth and movement. The colors range from deep, dark purples to lighter, almost white pinks, with many intermediate tones in between. The overall effect is a rich, textured, and modern aesthetic.

3. STEP BY STEP: OUR RECOMMENDATION



***Step by step:
Our recommendation***

Maybe you're asking yourself, "when is the right time to start a beard care routine?"

Do I start with my 3-day beard, or only when I grow a full beard?

Neither!

Beard care should start the moment you decide to grow a beard. If you start taking care of the first stubble of your future beard, it can continue to grow beautifully and healthily. In addition to this, your skin, which slowly but surely disappears under the beard, remains wonderfully nourished and cared for, therefore preventing the annoying itching when growing out your beard right from the start. The earlier you start, the quicker you will develop your routine.

So what's the best way to do this

Good question! And even better that you have this book because we are going to show you the most important points from which you can put together your individual care routine.



Step by Step

Clean it up:

Wash and clean your beard with a special beard shampoo or alternatively a mild shampoo from the pharmacy.



Give your hair a radiant shine:

Depending on your needs, you should work a high-quality beard oil or beard balm into your beard 1-2 times a day to make it beautifully smooth and soft, and to give it the necessary shine.



Tame the lion:

Using a beard brush or a beard comb will provide additional care and shape and will remove any unwanted dirt or dandruff from your beard.

Wet your beard:

Even in the most beautiful garden, the hedges have to be trimmed to maintain its true beauty. This applies to the shape of your beard.

With regular trimming you can remove unwanted excess hair to give your beard fullness and ensure a well-groomed overall appearance.



Now let's take a look at the individual steps in more detail.

Clean it: How to properly clean your beard

So now you really want to get into the real secrets of proper beard care. Well...let's begin with step 1: cleaning your beard.

Can I use my regular shampoo to wash my beard?

You can definitely try that, but your beard will most definitely not be as smooth as with a special beard care shampoo that is perfectly tailored to the needs of facial hair. It is important to remember that facial hair is much thicker than the hair on your head and therefore needs more moisture. With 3 in 1 products for head, body and any other part of the body widely available and affordable, us men are reduced to our practicability requirement. It has nothing to do with vanity to understand that the different parts of our body need different care. Just as your face wants to be cared for differently than the rest of your body, your facial hair wants the same thing. And you will see that it pays to take the extra effort to do it justice.

The essence: your beard shampoo

When choosing shampoos, take into consideration that conventional shampoos are designed to remove grease from your skin and hair and to remove even the coarsest of dirt. For this reason, many products contain very aggressive surface-active agents that foam well, but also remove a lot of the natural moisture and natural nutrients from your beard. If you wash your beard with these products, it can quickly become dry and straw-like. Applying beard oil after showering can help, but why wash your beard with damaging agents for you to then groom it using beard oil afterwards?

By using a special beard shampoo, you won't have to worry about getting into this vicious cycle. Make sure that these have mild and moisturising properties and are therefore designed for the special care of your facial hair. Remember that facial hair is different to the hair on your head. By regularly cleaning your beard, you can ensure that your beard feels soft and clean, smells good and the skin under your beard is cared for. This also prevents any unwanted itching.

If no beard care shampoo is available...

We understand how stressful everyday life is — you may run out of shampoo before your next delivery is due, or you may have simply forgotten to order some when you needed it. But don't panic. If you don't have a beard shampoo on hand, the world won't end because you can't wash your beard with beard shampoo every day. To clean your beard, it is sufficient to wash it out with clear water and only use the shampoo bottle every few days. This is not only practical and economical, but it also helps to maintain the hair's natural fat content.

Give your hair a radiant shine: Beard oil and beard balm

What does pasta taste like without any sauce? Dry. How does your beard feel without beard oil? Dry.

You can think of beard oil as the Holy Grail of beard care. Don't worry, this is not about a religious rebirth, but rather your beard making a shiny, smooth comeback. Without beard oil or beard balm, you will not be able to maintain a good beard care routine. In almost every guidebook you read, every barber who will style your beard and every online shop you visit will tell you how important it is to use beard oil or balm.

***Okay, I understand.
But why do I need them now?***

Beard oil and balm are THE miracle weapons for a well-groomed and fragrant beard. They make your beard unspeakably soft and smooth, giving it a fresh sheen and volume, while preventing itching and unwanted dandruff. That's exactly what you're looking for, right? Now we've got you listening. If you use beard oil once or twice a day, depending on your needs, then you have reached the Holy Grail of beard care.

What to bear in mind when choosing a beard oil or beard balm

A good beard oil consists of natural ingredients. You don't need more than high-quality vegetable oils. The different oils have different properties, depending on the mixing ratio. Argan oil supports the elasticity of the hair, almond oil relieves skin irritation and inflammation, and castor oil helps to heal wounds. Don't fall for cheap fillers when choosing! By using essential oils, you won't need to use perfumes or other fragrances.

How to use beard oil correctly

We have now come to the most exciting part of this chapter. You're most likely wondering how to use the beard oil correctly.

We generally recommend applying and massaging the beard oil immediately after washing your beard. The freshly cleaned beard and the underlying skin absorb the care components of the oil much more easily and you won't get dirt into the beard.

Would you prefer something firmer?

Depending on the length and structure of the beard, as well as your personal preference, **beard balm** is a very useful addition or replacement for beard oil. Compared to oil, the balm is a firmer product and contains vegetable butter and/or beeswax.

One of wax's most useful properties is that it acts as a protective layer over the hair, which protects against dampness, especially in the cold and damp season, and can also prevent your facial hair from taking on a life of its own.

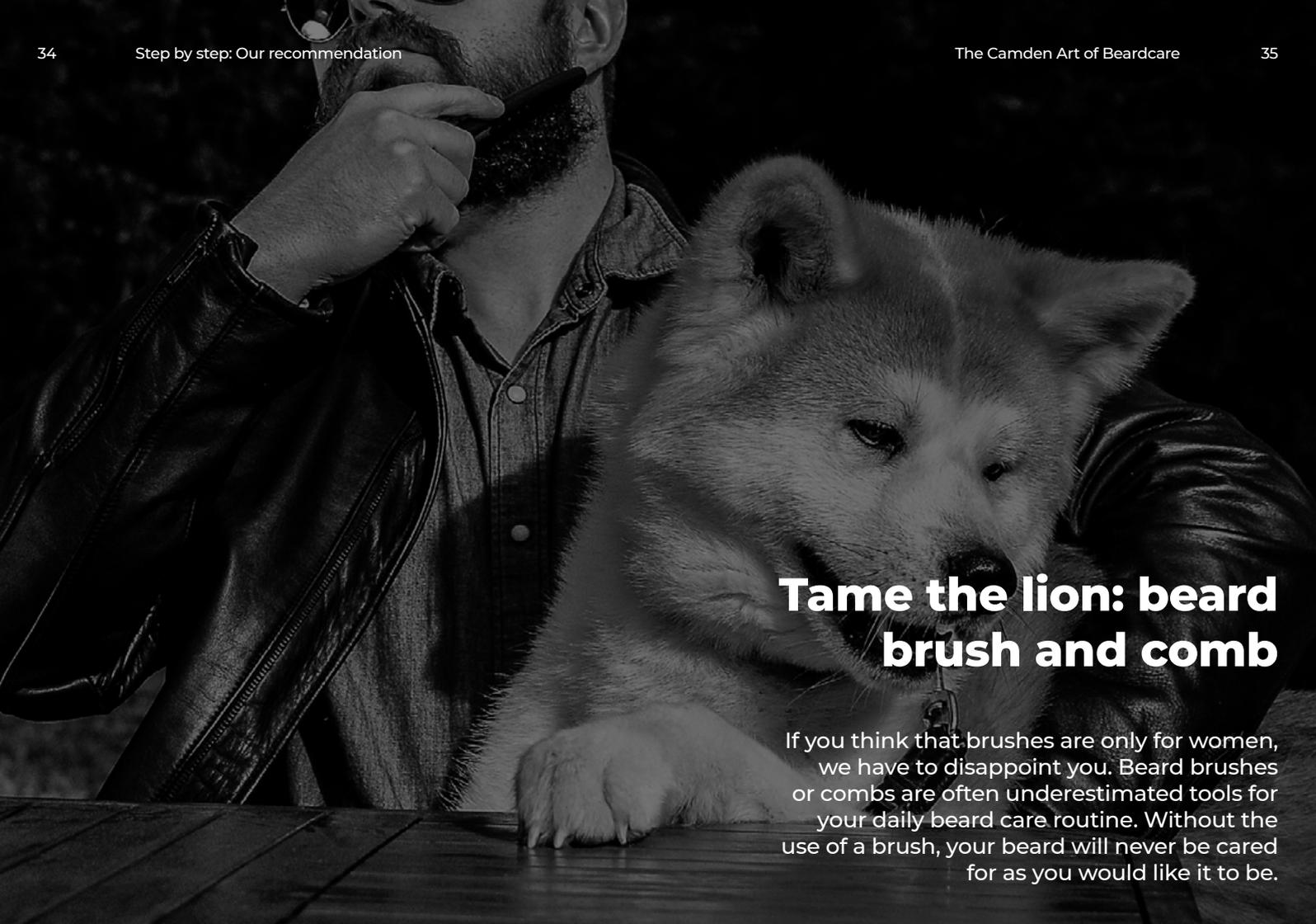
Essential oils (such as the cedar wood oil, which is used in our balm) also ensure appropriate skin care and has a pleasant fragrance. Here is the great thing about beard balm:

It's easy to use!

Beard balm is very simple to apply. Use your fingertips to remove some of the balm from the tub and rub it with your hands until it becomes almost liquid. This is important because otherwise it cannot be applied to the beard properly. Then massage the balm into your facial hair, making sure that it is evenly distributed. It is best to use a beard brush to help ensure the perfect distribution. The results will speak for themselves. Beard balm can give your hair real depth and structure, similar to what you may already know from your hair wax for your head. Your beard should not only look well-groomed, but also voluminous.

***Sounds great! But do I need to use both?
How do I choose which is best for me?***

Whether you choose the oil or the balm is entirely up to you and your beard. We have found that a combination of both the oil and the balm often achieves the best care results. Both products contain individual properties and ingredients that perfectly complement each other, and both have different advantages depending on the hair structure and environmental impact. It is important that it feels good to you. The rest is irrelevant.



Tame the lion: beard brush and comb

If you think that brushes are only for women, we have to disappoint you. Beard brushes or combs are often underestimated tools for your daily beard care routine. Without the use of a brush, your beard will never be cared for as you would like it to be.

You're going to have to prove that to me first...

Challenge accepted! In order for you to understand why they are so important, firstly let us take a closer look at the functions of the two everyday helpers.

A **beard brush** is mainly used for shorter beards. You can use it to evenly distribute beard oil and beard balm in the beard. Thanks to its different length bristles, you can optimally reach the underlying skin as well as the hair. Brushing your beard is a micro massage that also helps stimulate blood flow to the facial skin and thus promotes natural hair growth.

A **beard comb** is the perfect opponent for annoying knots and coarse dirt in longer beards. Pay close attention: it is handy if a beard comb has two different edges to provide comfort for every type of beard. The comb will keep your beard under control.

Must you always exaggerate?

We ourselves know how difficult it is to groom and style a beard. The better the products you have to groom your beard, the faster and more efficient your beard grooming routine will be — and we promise you will have more fun doing it. The two different edges of the comb ensure that every person with a beard feels comfortable when combing: whether with a fine and soft beard or firm and frizzy beard. The coarse side combs and detangles your hair, whilst the finer sider can be used to style your beard.

A brush a day keeps the knots away

It may sound simple but it does make a lot of sense. Regularly brushing and combing (1-2 times a day) has the following advantages:

- + The natural fats in your beard are better distributed, practically leaving you with an all-natural beard oil on top*
- + Hair growth is stimulated because the stimulation with the brush increases the blood flow to your skin*
- + Your facial hair becomes untangled and therefore no knots will form — especially when using the comb*

Sounds convincing, doesn't it? Try brushing or combing your beard every day for a week and feel the difference yourself.

Wet your beard: shaving and grooming

Even in the most beautiful garden the hedges have to be trimmed to maintain its true beauty. The same thing applies to the shape of your beard. If you are not in the process of growing your beard, regular shaving is essential.

How often must I do that?

Everyone is different. It depends on your beard. It is important to remember just how quickly your beard grows and when you start to feel uncomfortable because the shape annoys you or too many hairs stick out. This can be once a week or every few days. Your well-being comes first. Otherwise there's a risk that the time and effort you put into your care routine will be wasted. Do you want that?

Pre-Shave: get out your shaving brush

Before you start shaving, you should prepare your skin to ensure a relaxed shaving experience. Don't worry — we will explain how this works in the following:

1. The preparation of the preparation:

Before you start soaking your stubble, make sure that it is free from any fats or creams, otherwise the hair will not soak properly. After you have washed your face, you can begin lathering.

2. Whisking: Foaming comes before lathering. Make sure that you use high-quality shaving soap or shaving cream. It should not only let your blade glide with ease, but also should take care of your skin. This is because even with the best shave, small injuries and often small cuts are inevitable. Your skin shouldn't have to struggle with harsh substances, even if it comes out of the can conveniently already foamed and rubs on smoothly and particularly well.

To make shaving foam from shaving soap or shaving cream, all you need is a shaving brush and a bowl. True professionals will have a shaving bowl, but a clean cup or cereal bowl does the same. Moisten your brush with warm water. Place your shaving soap in the bowl or add a small amount of shaving cream. Mix the product with circular movements until a firm and stable foam is created.

Be careful: If the brush is too wet, it will water down your foam too much. Instead, start with less water in the brush bristles and then add more water if necessary. After a maximum of around 30 seconds, you should have enough warm foam to last you two shaves.

3. Foam and apply: Lathering correctly ensures that the hair becomes softer and can be shaved more gently. The warmth of the foam relaxes the muscles of the hair canal and the hair is better highlighted. Apply the finished foam in a circular motion with the brush tip. Apply a small amount of pressure on the bristles so that the bristle tips get between the stubble. **The thicker and harder your facial hair is, the longer you should leave the foam on before shaving** to make shaving easier and to avoid any skin irritation. After a maximum of 3 minutes, you can start shaving.

Old school shaving with the razor blade

If you have ever visited a barber, you will have noticed that they usually use a razor blade to shape the sides of your beard. The simple and bare blade can be used very precisely. If you take good care of it, you can use such a razor for shaving for your entire life. There are razors with blades which you can re-sharpen and there are razors with interchangeable blades. Although these need to be replaced regularly, they are more sustainable, cheaper and sharper than blades from a disposable razor. Combined with the suitable shaving soap and a shaving brush, your shaving starter pack is now complete. **The benefits for you: razor-sharp contours, more money in your pocket and a clear conscience towards the environment.** We want to show you how shaving with a razor blade works:

On the razor's edge: How to hold and guide the razor

Your face is now prepared so let's get down to business of using the razor. To ensure that everything goes well, the right practice is essential to avoid nasty injuries or irritations.

It is best to hold the razor with your thumb, index finger, and middle finger. You will get the smoothest shave when you do it in multiple strokes. To do this, the blade is first guided with, then across, and finally against the direction of the hair growth.

Pull a few faces to achieve ultimate smoothness

The area of the face that is being shaved must now be stretched. You can do that with your free hand, by making facial expressions or by blowing out your cheeks. As well as the perfect contours, you can have a laugh or two at yourself – is there any better way to start the day? We don't think so.

Important: Only move the knife at an angle of 30 to 40 degrees to the skin's surface. If you keep the blade too flat, you can injure yourself. When held too steep, the blade tears more at the stubble rather than cuts.

It's all in the wrist

For the best shave, shave out from your wrist. Make sure that the blade is as sharp as your mind and be sure to not press it too hard. That would hurt!

To shave your whole face with the razor, we recommend approaching this step by step. Work your way from the smooth parts of your face to the more difficult areas. It's important that you don't put any pressure on yourself or have high expectations. **Take your time and try it out.** If you want to play it safe, you could even practice on a balloon beforehand. (Anyone who has memories of children's birthdays in the 90s will understand what we mean!)



What's next?

All the fun doesn't end when the knife is set down, because the right care is now crucial for the overall result. **Firstly**, soothe the skin with cool water to close the pores again and remove the last traces of shaving cream and stubble. Then gently pat your face dry with a clean towel. You can now begin the care and nurturing.

When choosing an appropriate after-shave product, your skin type plays the most important role. Is your skin rather dry, sensitive or robust? Does

it burn after shaving? Also ask yourself what products you prefer: Do you want a perfumed or unscented product? Should the care product contain alcohol or not?

These are important questions because depending on your choice, your skin will benefit from different effects. Until you have found the right product for your beard, here are just a few examples of what different products do: Aftershaves soothe the skin, which you should know from your barber. Balm and lotion heal and re-oil the skin. Moisturisers give back any moisture to dry skin.

After-shave products help to disinfect, cool, heal and moisturise your skin. This way, even a nasty razor burn can be quickly brought back under control.

4. YOUR INDIVIDUAL ROUTINE

*Your
individual
routine*

We have given you a lot of
information in this guide.
But now it's your turn.
Beard care only works if you
have a proper routine.



How often should I take care of my beard?

Good question. In principle — as for any other form of care — you only see results if you use them regularly. The good thing is that not every single step has to be performed daily. The most important thing is cleaning your beard daily to remove any dandruff and dirt from your beard. Depending on the hair type, beard oil or beard balm are also an important part of daily care. In contrast, shaving and cutting are less common. You can incorporate trimming the beard into your routine according to your personal taste and style.

Trick yourself into a routine

If you find it difficult to develop routines, we can help you — with a little self-deception, you will become a beard care pro faster than you can say “beard oil”. How does it work? Simply place your beard care kit prominently in your bathroom. This way, you will inevitably be reminded every morning and evening that you must not forget your beard. Just wait and see. Soon you will be brushing, combing, oiling and cutting your beard as routinely as you brush your teeth. And your radiantly white smile will be joined by your radiantly beautiful beard.

Treat yourself

Spend a few minutes a day taking care of your beard and ultimately yourself. Be proud of your beard and treat it with love. You will be wearing an epic beard in just a matter of weeks.

Title: Oriol Pascual
Pp. 1; 21; 59: AP x 90
P. 5: Leo Foureaux
P. 9: @insecure_frames
P. 11: Victoria Quirk
P. 13: Guillaume Piolle
P. 17: Hin Bong Yeung
P. 19: Rachael Marker
Pp. 23; 25: Ronny Sison
P. 27: Alexander Tsang
P. 29: Jake Weirick
P. 31: Craig Whitehead
P. 33: E L
P. 35: Juan Pablo Donadías
P. 37: Mario A. Pena
P. 39: cottonbro
P. 41: Mitchell Luo
P. 43: Luther Bottrill
P. 45: Jon Tyson
P. 47: Dane Deaner
P. 49: Brunel Johnson
P. 53: elias_daniel
P. 55: Justin Chrn
P. 57: Emma Paillex

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