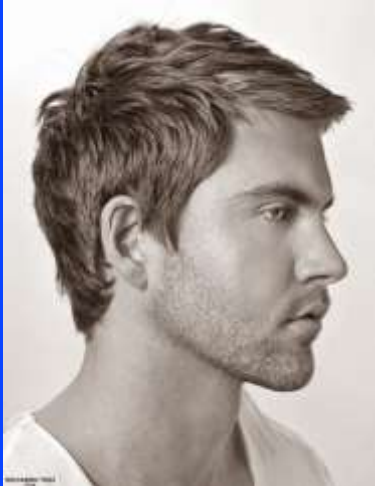




BEARD MATTERS

Men are taking a lot of care to have a clean, perfect appearance, maintaining the same beard style for a long time.

From the stubble beard (also known as “five o’clock shadow”) to the hipster beard, you can find dozens of different styles with a common point: it is necessary to use specific products for its care, preferably different from those used for hair.



Stubble Beard



Business Beard



Medium Beard



Thick Beard



Hipster Beard

Main cares

SHAVING and TRIMMING

To have a groomed beard forces men to shave (to avoid hairs at neck) and to trim it with small scissors in the mirror every day.

After-shave products might contain active ingredients to minimize the small wounds produced, mainly in the beard neckline.

❖ DRAGON’S BLOOD

❖ PROTELIXAN™ PF

MOISTURIZING: BEARD OILS

One of the main beard cares is to keep it hydrated. For this purpose, producers are offering Beard Oils, following the oil trend for Hair and Skin Care. Oils with omega acids are also nice to keep hair’s integrity.

❖ TRICHOMEGA™ DEO

❖ DEARGANIA

❖ CHIAPROTECT



BEARD & MOUSTACHE WAX

A popular product for beards and moustaches is wax. It keeps the beard under control while making it look healthy and giving it that soft feel. A wax form is related with hair styling gels and wax, so it is more acceptable by men than any other product.

❖ DRAGON’S BLOOD LP

❖ TRICHOMEGA™ BUTTER



HAIR DENSITY & VOLUME

Large beards need to be dense for a healthy, neat appearance. It is related to the number and thickness of the hairs, but also with its volume. Linking energy claims with hair growth makes a successful concept.

❖ HAIRDENSYL COMPLEX

❖ RADIANCYL

