



## THE ULTIMATE BEARD EBOOK

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“BEGIN YOUR JOURNEY TO  
BEARD ENLIGHTENMENT”

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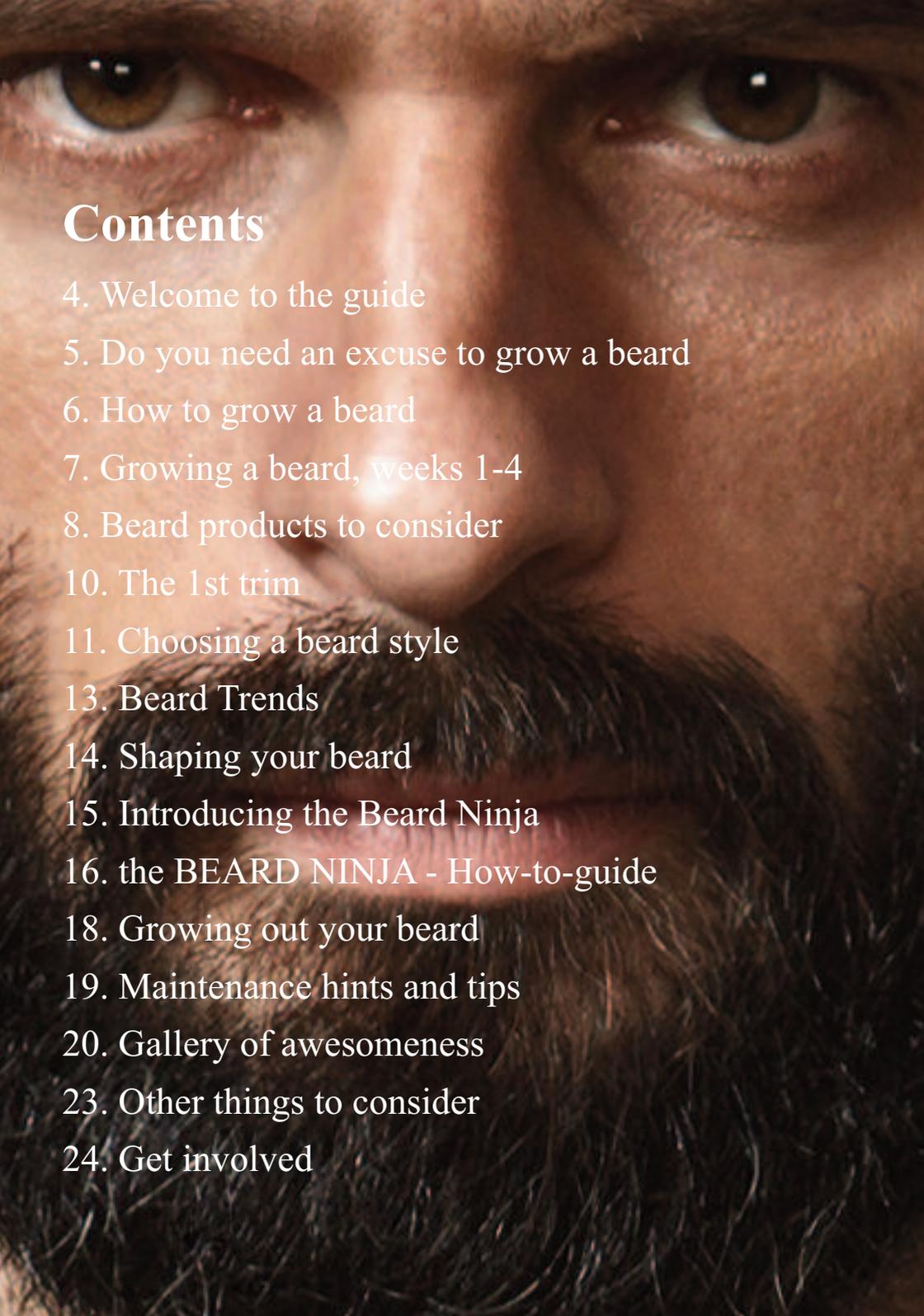


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A close-up, high-resolution photograph of a man's face, focusing on his eyes and beard. The man has light brown eyes and a thick, dark beard. The lighting is soft, highlighting the texture of his skin and the individual hairs of his beard. The background is a blurred, warm-toned skin tone.

# Contents

4. Welcome to the guide
5. Do you need an excuse to grow a beard
6. How to grow a beard
7. Growing a beard, weeks 1-4
8. Beard products to consider
10. The 1st trim
11. Choosing a beard style
13. Beard Trends
14. Shaping your beard
15. Introducing the Beard Ninja
16. the BEARD NINJA - How-to-guide
18. Growing out your beard
19. Maintenance hints and tips
20. Gallery of awesomeness
23. Other things to consider
24. Get involved

# Welcome to the ultimate BEARD NINJA™ guide to all things beard related.

Lets start with some light hearted reasons why you might consider growing a beard (and why you wouldn't?).

## Reasons to grow a beard:

*Gain instant respect from other bearded men.*

As you begin to climb the bearded ladder of respect, you will become accustomed to that knowing nod at the bar from other well groomed gents.

*Become gods gift to women almost over night.*

Its a scientific fact 'probably' that men with beards are nearly 12 x more attractive to women than their baby faced counterparts.

*Because you can.*

If you are blessed with dense facial hair, it would almost be a crime to not embrace your natural genetic prowess.

*You are going bald.*

The best solution to combat the ever receding pattern of male baldness is to grow out your facial hair. You will restore balance to your face and still have a reason to use your shampoo and a comb.

*Your ultra lazy.*

Forget the daily routine of shaving your beard and let your fury friend grow out. You could save approximately 100 hours EACH YEAR by not shaving!

*You are a style icon.*

Facial hair is one of the biggest fashion trends for men in 2017. With an almost endless choice of styles, your face will certainly look better with a beard and you will be on trend once again.

## Reasons NOT to grow a beard:

1. *Your a hen pecked wussy thats scared of his girlfriend or wife.*
2. *Your a woman.*
3. *Your dead !!!*

Do you need an excuse  
to grow your beard?

**Hell NO !**

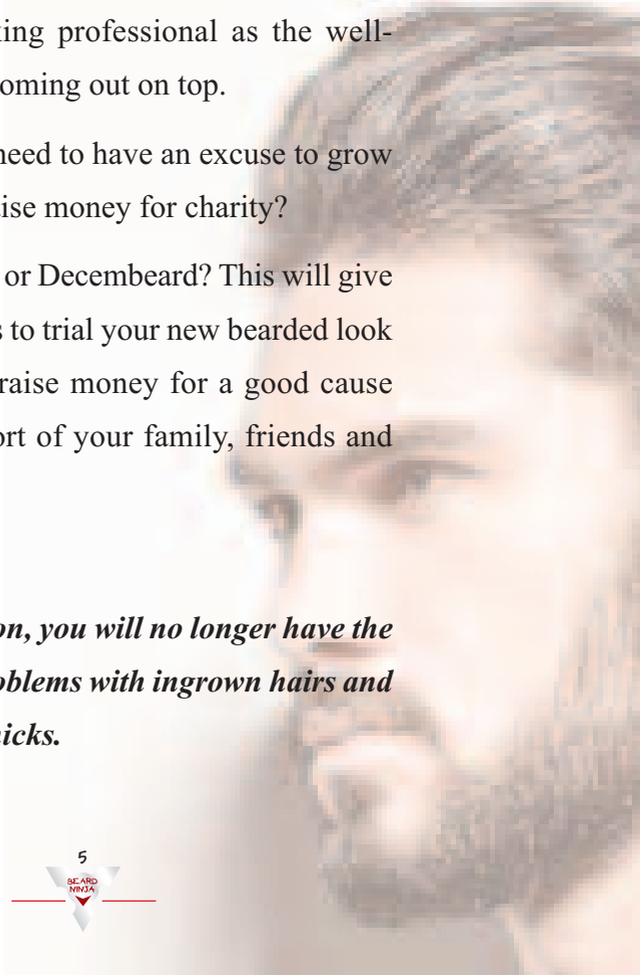
Many men feel they need an excuse to grow a beard or persuade their other half of the benefits of trying it out. The truth is lots of partners love their man's beard and new-found confidence and distinguished style.

The smooth clean-shaven male is no longer the stereotypical working professional as the well-groomed beard is coming out on top.

If you do feel you need to have an excuse to grow a beard, why not raise money for charity?

Such as Movember or Decembeard? This will give you at least 30 days to trial your new bearded look and you will also raise money for a good cause with the full support of your family, friends and work colleagues.

***Whatever the reason, you will no longer have the daily shave and problems with ingrown hairs and shaving cuts and nicks.***





## How to start growing a beard...

**Ironically, the worst way to grow a beard is to just stop shaving! This will result in a patchy, uneven, and thin looking beard that just flat-out will not look good on your face.**

**Shave regularly using clippers until your facial hair grows evenly in all areas.**

## Growing a beard - Weeks 1 - 4

Ok, so you've made the epic decision to grow a beard.

Congratulations.....Your journey has begun.

Lets get into some of the common problems you may encounter in the early stages with a few Q & A's.

**Q. Depending on your facial hair genetics your beard might be coming through very patchy and weak looking. Does this mean I can't grow a beard?**

A. No, is does not. This is very normal as not everyone is blessed with super dense, thick, facial hair. Do not worry. Your beard is growing at different speeds in different areas and this will cause it to look uneven for a while. Just stick with it and give it time to even out.

**Q. My face is really itchy and im thinking about shaving it all off. Is there anything I can do to reduce the itch?**

A. Yes. It doesn't happen to everyone but some people suffer beard itch in the early couple of weeks. This is largely due to the short spiky hairs poking into your face and this phase will pass soon enough. In the meantime you can apply beard oil or a moisturizer which will help keep the hairs soft and reduce the itching. Some people have suggested taking an anti-histamine for a week, as this helps reduce itching in general.

**Q. How long should I let my beard grow wildly around my face?**

A. Generally speaking, you should let your beard grow for around 3-4 weeks without any cutting. This will ensure all hairs have had chance to reach a reasonable length. At this point your friends and family will be thinking you have let yourself go little. Just laugh off any comments about being homeless and tell them your just growing an awesome beard.

## Products you will need to consider purchasing.

Like all apprentice Ninjas, you will need to arm yourself with some new beard taming weapons.

Here's are some of the things you might wish to invest in:



Beard brush

Regular downward brushing of the beard in the early stages helps with skin exfoliation and trains the beard to grow in a downwards direction.



Beard Clippers, with changeable guards.



Razor for creating an ultra smooth and defined edge. Clear shaving gel is ideal.

You can maintain a soft and supple appearance to your skin and facial hair by using a beard oil whilst providing vital nutrients. It also helps reduce the irritation and itch in the early stages of beard growth.



Beard oil

Your beard can become a hive of activity for bacteria so ensure you wash it regularly to keep you loved ones near. The remanence of dead skin cells and food can build up deep into the beard which can cause irritation, so keep it clean.



Beard comb for when you beard is too long to brush.



Beard shampoo



Moustache scissors to keep your upper lip tidy and out of your mouth.

Using the Beard Ninja will keep your beard lines looking tight and fresh. You can easily produce a barber quality finish with perfect symmetry every time. Use in the comfort of your own home, whilst saving any extra expense or time.

BEARD NINJA  
Beard Shaping Tool



## Growing a beard - The 1st trim

OK, so you've armed yourself with all the weapons you need to keep bad looking beards at bay. Lets jump right in and trim those shoots to size.

First, attach a long grade fitment to your clippers and shave a section of your beard as a test.

Start on your neck, under your chin as this is a relatively inconspicuously place to make sure the trimmer length is correct. You basically want to shave a tiny fraction off all hairs to make sure the



whole beard is now of equal length, in all areas. Adjust the clipper attachment until you are happy and then buzz over the whole beard.

You should notice that your beard is now looking much smarter and fuller. This is the short-medium stubble phase and you now need to think about what type of beard style you ultimately would like to end up with.

# Choosing your beard style

The answer may be determined by many factors including, the job you have, the beard styles you like, other peoples beards you admire, suggestions from loved ones etc.. In many cases the overriding factor in choosing a beard style is the type of growth you are blessed with and where that growth is appearing on your face.

Example: If you have strong growth around the chin but weak growth on the cheeks you may decide to go with a goatee or circle beard. If your cheeks are patchy you could try to grow your beard longer which will certainly help to cover weaker patches and may result in a fantastic full beard.

If you have a job where ‘wizard style’ beards are frowned upon then you may decide upon a well shaped and groomed, designer stubble finish which would be perfectly acceptable at your work place.

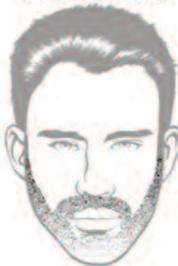
**Remember:** *If you choose a style which doesn't suit you or you wish you had chosen a different style, your only 4 weeks away from getting to this point again!*

To help you decide, here are some beard styles which will give you inspiration. Try an imagine them on your face and how that look would work with your beard growth.

Clean Shaven



Stubble ( Short )



Stubble ( Medium )



Stubble ( Long )



## Beard styles continued...

Full Beard



French Fork



Ducktail



Circle Beard



Goatee



Extended Goatee



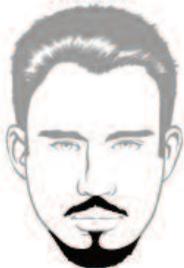
Imperial



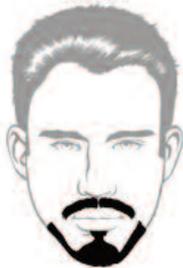
Van Dyke



Anchor



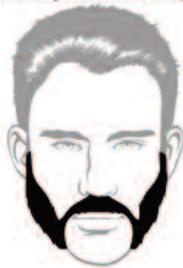
Balbo



Mutton Chops



Friendly Mutton Chops



Verdi



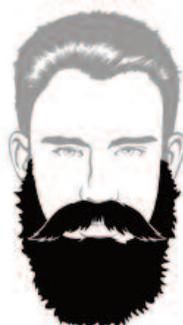
Garibaldi



Dutch



Bandholz



# Which style is right for you?

## Beard Trends.

Beard trends popular at the moment include a faded beard and hair cut – a defined beard line with fresh edges that stands out against the skin and into the hair line. Faded down the side burns into the beard and up into the hair.



A bald head with a full beard is very fashionable right now which is awesome if your suffering from male pattern baldness.



Beards in general are widely accepted nowadays as a great way to improve your look. A beard can compliment the look of men with almost any face shape or size. Its just a case of choosing the right one for you. You may need to experiment, and try several styles before you nail it. Have fun with it.

You could try the hairstyle and beard combination of full long beard with combed back hair. This look is on trend right now and is sure to continue.

Men with dark skin and thick hair can pull off the very popular ultra carved look and run the defined lines from the beard into and around the hairline.



The Ducktail beard helps the face to look more structured and slimmer, classy, yet mature. It is a feature of many celebrities and is less hassle to grow. It is tapered towards the ends like a ducks tail with thicker growth towards the base.



The goatee is beard classic and really compliments oval and round face shapes. The square face also provides a great canvas for the extended goatee that finishes further down the neck.

Use this information in conjunction with the style charts for inspiration but remember, it is worth waiting to decide on your chosen beard style until you know what you have to work with.

## Shaping your beard at the first trim

One of this decisions you will need to make is whether to shape your cheek lines or to leave them natural and let the hair on your face do its thing.

Regardless of your decision its very likely you will need to tidy up your neckline and begin to establish exactly where the line is.

One of the main reasons why men give up early on growing a beard is the ugly looking neck beard. It is a constant mistake made by newbie beard growers but fortunately one which is easily resolved by following some basic rules and advice.

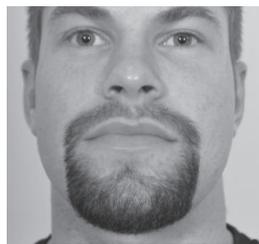
Recommendations for the perfect neck line are included in the ‘How-to-Guide’ of the **BEARD NINJA - Beard Shaping Tool** shown on the next few pages.

Symmetry across the face is very important and a poor lineup can result in a complete uneven mess. Ultimately, you may have no choice but to start again so take your time and make sure you are happy with your lines before applying any clippers or razors.





Step Cut



Goatee



ONE WEAPON -  
MANY ANGLES OF ATTACK



Perfect Neck-line

Introducing  
the **BEARD NINJA**  
Beard Shaping Tool

## the BEARD NINJA - How to guide

Follow this step by step guide below to learn how to get the best results using the BEARD NINJA - Beard Shaping Tool.

You can also check out the video on the Youtube channel: Beard Ninja

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**NECKLINE** - A neck beard is a common problem for many men. Tidy it up using the following steps.



Start by trimming your beard to the overall desired length.

Tilt your head back and place the Beard Ninja on your neck with guide dots below your chin. Position the template under the jawbone (near your ear) and aim the other end across the top of your adams apple. (pic 2)

When you are happy with the position, use your clippers to shave all hair below the template.

Repeat on both sides of your face. You will be left with a 'V' shape under the chin. (pic 3)

Finish across the neckline freehand with clippers. Aim for 1-2 fingers above the adams apple (pic 3)

Repeat the process with your sharp razor for a really defined, crisp, lined-up look.

### NECKLINE TIP:

The neckline of your beard should always finish on your neck and not on your chin or jawline.

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**CHEEK LINE** - Following these steps to create a curve, step cut or straight cut style for your cheek lines.



Choose a cheek line style (curve, step or straight cut). Line up and angle the Beard Ninja to create your desired look. (pic 2)

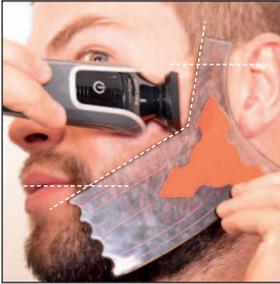
Apply just enough pressure to ensure it will not move whilst trimming your beard. Note the position of the guide dots in relation to your ear and also where the template touches your mustache. This is so you can flip the Beard Ninja and repeat the exact same process on the opposite side of your face.

When you are happy with the position, use your clippers or razor to remove any facial hair along the edge of your template (see pic 3).

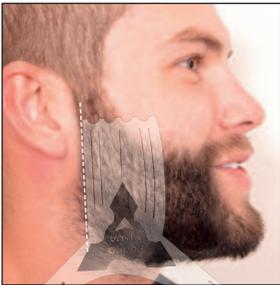
Repeat the process on the opposite side of your face for perfect symmetry.



## Some other uses for the Beard Ninja



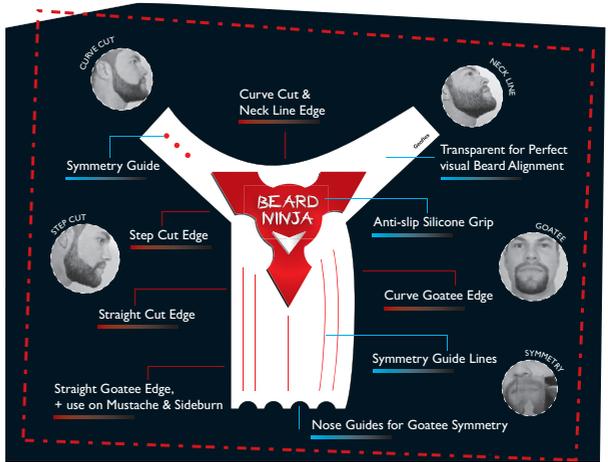
### STEP CUT



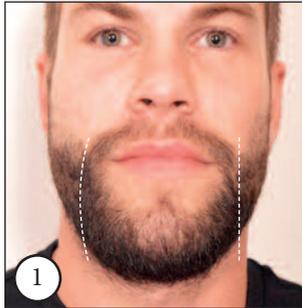
### SIDE BURNS



### MUSTACHE



## GOATEE - Straight or Curved



Use the following steps to create a curve or straight goatee.

First choose your preferred Goatee style. (pic 1)

Hold the Beard Ninja in front of your face and use the nose guides to determine the width of your Goatee. (see pic 2)



Press the template against your face with enough pressure to ensure it will not move whilst trimming. Check the vertical guide lines to ensure you will be happy with the finished angles and shape.

Use your clippers or razor to remove any facial hair along the edge of your Beard Ninja.



Repeat on the opposite side of your Goatee for perfect symmetry.

**DONT JUST GROW  
YOUR BEARD,  
OWN YOUR BEARD!**

## Growing out your beard for greater length

In order to grow a big luscious beard be prepared to give it time and patience. You will need to wait at least 6 months to get the full effect. The more time you give your beard the better it will look.

The idea is to grow your beard with the least intervention as possible. When growing out your beard, leave the hair under your jaw to grow. Some men grow hair all the way down their neck, in this case shave where your head meets your neck.

At around the four-week mark give your beard, moustache and sideburns an all over trim using clippers. The aim at this stage is to encourage your facial hair to be equal in length. This will help make your beard look thicker and even in appearance. When preparing to use beard trimmers always start with the longest setting and adjust the guard until you have the appropriate length. A common mistake is to trim too much off your beard. Keep away from trimming your beard with scissors. Scissors are only needed to trim big beards and the odd hairs around the moustache and lips.

Once you have trimmed your beard this is the best time to tidy up your cheek lines to avoid the random high up hairs growing onto your cheeks. The Beard Ninja is the best tool to get a clean fresh cheek line but avoid taking it too low on your face. It is always best to start off high until you have your desired look.

When growing out your beard it will take time for the weight of the hairs to fall downwards. It will initially look wild and frizzy ...but stick with it! It will be worth it! You can tame your beard into a neat downwards style using a beard brush and hairdryer. Use beard oil or balm to help manipulate the beard to your desired look.

After a few months of beard growth, you can trim the sides of your beard for a more tapered look, but do not trim the body.



# Beard maintenance, hints and tips

## Washing your beard

It is important to keep your beard clean. Wash your beard regularly with a mild shampoo to keep it clean. This will also help to remove dead skin cells and reduce skin irritation. We recommend using a conditioner to help tame coarse beard hair and promote a softer feel. Ensure you thoroughly rinse with warm water. Gently pat your beard dry with a towel. Excessive rubbing can lead to split ends and damaged hair.

## Taming your Beard

Use a comb or beard brush to de-tangle your beard hair and encourage them to grow in a downward direction. A daily brush will help to maintain your beard style and keep it looking its best. We recommend a wide tooth comb for longer beards and a fine tooth comb for your mustache.

## Trimming your Beard

Prior to trimming your beard ensure it is thoroughly dry. Wet beards appear longer and cutting whilst wet may result in an undesired beard length when it dries out. Comb your beard in a downwards direction until a consistent grain is achieved. Even if your aim is to grow your beard to a decent length, we still recommend a little regular trimming to promote even beard growth. Start by trimming your beard with clippers set on the longest guard and work your way down to a guard you are happy with. To trim your mustache start by combing the hair to the side and trim on your preferred clipper setting. Continue to comb your mustache downwards and cut any hairs overhanging the top lip line.

## Defining your style

There is a big difference between the man who trims his beard to perfection and the guy who just stops shaving. Using the **Beard Ninja** template, follow the steps in the user guide and shape your burly friend to your chosen style.

## Caring for your Beard

There are many oils, waxes and balms for beards. Take your time and choose the best one for you. Gain control of your beard fuzz with regular use of beard products. This helps smooth down those unruly whiskers and changes stiff bristles into soft, shiny, healthy looking beards. Apply your product every 2 days to start with and adjust as you prefer. Make sure your beard is completely dry before applying.









## Other things you may like to consider

### Thinking of dying your beard?

Wanting to dye your beard but worried about the reaction of colleagues or loved ones?

A great well-kept secret is the use of an instant root concealer spray. Using a product such as magic touch by loreal, provides temporary grey coverage with the confidence it can be washed out. It comes in many shades and blends in with your beards natural colour. You can wipe any excess from your skin to provide a defined edged beard. You may decide to use this regularly or to give you the confidence to dye your beard permanently.

This spray can also be used in your hair to ensure continuity into the beard.

### Serious about growing a beard?

You may have been blessed with great beard genetics with the ability to grow a thick full beard during your lunch, but for lots of men this is a different story. If you are like a lot of the male population with patchy areas of facial hair it must be worth following lots of the proven advice to change your diet.

Put your beard on a diet! Your beard is a reflection of your diet. The human hair is made up of protein and oils for texture. You can increase the protein in your diet by eating plenty of lean meats and fish. You can also try beard vitamins with biotin which claim to be the latest miracle ingredient for hair growth. Although in order for them to work with the best outcome the additional use of biotin needs to be complemented with overall nutritional health.



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“DON’T JUST GROW YOUR BEARD,  
OWN YOUR BEARD”

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Join our bearded community on facebook, instagram and twitter or subscribe to the Youtube channel - Beard Ninja.

- + You will learn many helpful tips and tricks from other like-minded bearded people.
- + Keep up to date with the latest beard trends and innovative products.
- + Gain encouragement and support from the bearded community around the world and you’ll never consider going beardless again !!!

