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The Vintage Beard Co. - Press Kit

www.VintageBeards.com

Trends Come and Go... Vintage Lives Forever!

About The VBC

We're a Colorado based Veteran-Owned business that manufactures quality all-natural beard and mustache care products for retail and wholesale. Our product line is derived from cruelty free natural ingredients that help tame, strengthen, nourish, and condition those wild whiskers. Our oils, balm, and waxes help our customers obtain the best healthy and natural looking facial hair money can buy. Here at The Vintage Beard Company we also take pride in backing our quality beard products with top-notch customer service by always ensuring each and every customer is satisfied with their experience.

Our Story

The Vintage Beard Co. was founded in 2014 by husband and wife team Derwood & Megan Willhite. Derwood served in the United States Army from 2006-2010 with 3rd Special Forces at Ft. Bragg, NC and it was during this time he first contemplated growing out his facial hair. "I had to stay clean shaven during most of my 4 years of military service and I had always struggled with razor burn and acne. About 5 days before leaving the Army in 2010 I started growing my beard out and I've been loving it ever since!"

In 2013 Derwood and Megan decided that they wanted to spend more time with their 4 year old daughter and started their search for ways to go into business for themselves. "We knew the path to success was to be passionate about our work" After a year of brainstorming ideas, Derwood's stepmother sent him a gift in the mail; it was beard oil from an Oregon based beard company. He found that the oils both softened his beard and provided a pleasant aroma. "Megan found that kissing me was much more pleasant, as my beard was much softer. So I decided to go buy more online and found that the \$25 price tag for 1oz was a little out of my monthly budget. The next evening we watched the movie "A Million Ways to Die in the West" and loved how passionate the owner of Mustache shop was. Megan looked at me and said "you know I could make beard oil and mustache wax for you", and that was the night The Vintage Beard Company was born!"

Our Growth

With about a \$500 startup budget, we did a soft launch of our ecommerce store in December with only 3 products. Most of our budget went into product development, hiring small independent artists to provide hand-sketched vintage style product labels, then we used the last little bit to launch a PPC marketing campaign on Facebook and within 48hrs we had our 1st sale! We knew that we would need to reach local customers since we decided not to run a retail storefront, so we decided to try and get our products into barbershops. In January of 2015 we picked up our first wholesale account, and it was a local barbershop called “Aguilars Barber & Styling” based in both Colorado Springs and Pueblo. Since launching, we have flipped 100% of our profits back into product development and marketing. In only 6 months we developed 7 beard care products along with other company merchandise, gained almost 8,000 Facebook followers, hired our first part time employee, and picked up many more wholesale accounts throughout the USA and Canada.

Company Exposure

In June of 2015, we were a featured brand for a 3 day event on the homepage of billion dollar ecommerce giant Zulily.com! In only 72hrs we had sold 800 products through Zulily. Our Zulily buyer was very happy with our success and has invited us back for a 3 day “Men’s Grooming” event starting on August 21st!

On July 25th, 2015 we attended a beard competition called Whiskermania in Louisville, KY where we setup as a vendor and donated over \$500 worth of products to help raise money for the Active Hero’s veteran’s organization. This fundraising event brought in over \$5,500 for the Active Hero’s organization and we found ourselves leaving Kentucky with many new bearded friends and customers!

After an awesome experience for a great cause in Kentucky, we are now working on putting together our own beard competition here in Colorado to support the Active Hero’s foundation as well. The plans are still in the works, and we hope to find a large event space here in Colorado Springs soon, and we hope to set a date towards the end of 2015 or beginning of 2016.

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For high resolution images or more information, please contact Derwood at:

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