



PROPHET AND TOOLS' EXCLUSIVE

OIL IS RICHNESS

A GUIDE FOR BEARDED MEN



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oil from us!
Thank you!

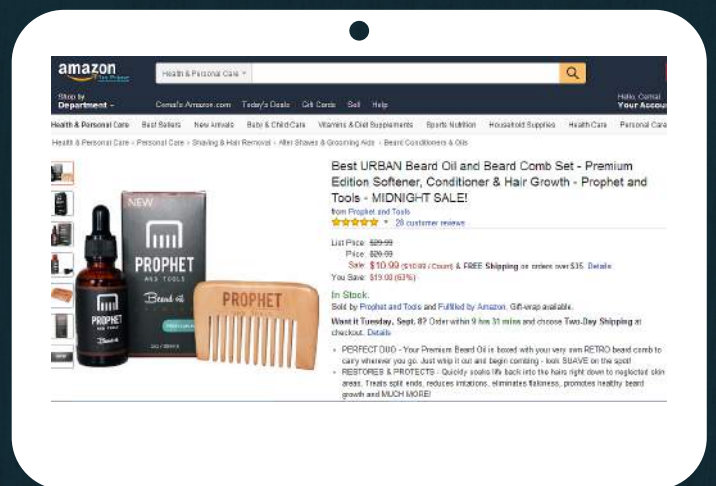
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enough..

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Down Memory Lane: History

Mankind has held rich history of bearded races from Adam, the primal man and prophets of many faiths, traditionally pictured with beards as kings, nobles and dignitaries. It is the sign of respect, strength and courage upon having reached full manhood – and if you're reading this, then we'd like to congratulate you for a successful transformation and in preserving history.

Let us open the locks of the past together and discover the origins of highly honoured beards we've lent and evolved today.

High-ranking Egyptians



The earliest records indicate that the highest ranking Egyptians grew hair on their chins. They frizzed, dyed or hennaed (moderate or strong reddish brown to strong brown), and sometimes plaited the beard with interwoven gold thread. Later, a metal, false beard or postiche, which was a sign of sovereignty, was worn by queens as well as kings. This was held in place by a ribbon tied over the head and attached to a gold chin strap, a fashion existing from about 3000 B.C. To 1580 B.C.

Down Memory Lane: History

Mesopotamian civilization



The Mesopotamian civilizations (Chaldean, Babylonian, Assyrian, Median, Aramean, and ancient Persian) devoted great care to oiling and dressing their beards, using tongs or curling irons to create elaborate ringlets and frizzles, in a tiered effect. Assyrians resorted to a black dye for eyebrows, hair, and beard; while the Persians used henna which produced an orange-red color, a style that existed from 1900 B.C. Gold dust, gold thread, and scented yellow starch were sometimes used in the hair and the beard for festive occasions. In ancient India and Turkey, the beard was allowed to grow long - a symbol of dignity and of wisdom. To cut the beard was infamy among the Turks; slaves were shaved as a mark of servility.

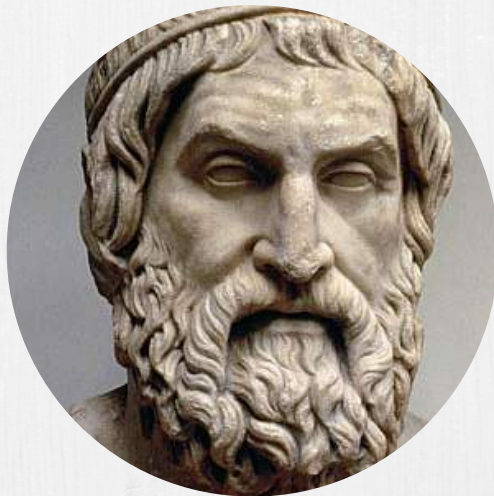
Down Memory Lane: History

Jewish Patriarchs



Patriarchs of the tribes of Israel grew beards embellished by a hanging earlock (peyot); the peyot is still worn by some very pious orthodox Jews.

The Greeks



Beards predominated among the Greeks until 323 B.C., at which time Alexander the Great ordered his soldiers to be clean shaven, fearing that their beards would serve as handles for their enemies to grab and to hold the Greek soldier as he was killed. Grecian beards were frequently curled with tongs to create hanging curls. The Etruscans of northern Italy (about 1000 B.C.) favored the Asian fashion of the long beard, which was eventually handed on to the

Down Memory Lane: History

Romans.

The Romans



The Romans apparently thought the Greek style of curled beard was too effeminate, and preferred a trim, well-groomed shape. The use of the razor was encouraged in Rome by Lucius Tarquinius Priscus (616-578 B.C.), in an effort towards hygienic reform. Shaving did not come into general use until about 454 B.C., when a group of Greek Sicilian barbers went to the mainland from Sicily.

Barber shops were situated on the main streets, but were patronized only by those who could not afford to have slaves. The Greeks and Romans of the ancient days mostly shaved, and the term barbarous (beard-wearing) was applied for a long period to people who were considered out of the realm of polite society. Scipio Africanus, according to Pliny, was the first Roman to shave daily. Philosophers continued to keep their beards.

Down Memory Lane: History

The Byzantine



The Byzantine civilization favored beards and moustaches, and the hair moderately short, a combination of oriental and Roman origin, which later influenced medieval and Renaissance Europe.

From the 7th to 16th centuries, the beards of Byzantium were curled, split on the center of the chin, square cut or pointed and some were extremely long.

European Transitions



Until the advent of Christianity in the 7th century, all Anglo-Saxons wore beards; members of the clergy were then compelled by law to shave. English princes wore moustaches until William I by law (1066-87) compelled them to cut them off in accordance with the Norman

Down Memory Lane: History

fashion. The Crusades were perhaps accountable for the return of beards, and for more than four centuries great diversity was allowed: beards, moustaches, and shaven faces all coexisted. The Renaissance fashion in Europe included both clean-shaven faces and beards varying in shape and length. Many men starched their beards in the 1560s. In England, Henry VIII (1509-47) brought the beard back into favor in 1535, after which beards of all shapes and lengths were worn.

The Vandyke



The Flemish painter, Sir Anthony Vandyke (1599-1641) painted so many aristocrats with a pointed type of beard that it became known as the Vandyke beard. They were dressed with pomade or wax, applied with a tiny brush and comb. Other gadgets were used to keep the moustache and beard in shape while sleeping.

Down Memory Lane: History

There were many other beard styles over the centuries



In 1637, Louis XIII triumphed over the Spanish influence when he amused himself by shaving his courtiers, leaving only a tiny lip beard "a la royale" or "la mouche", a custom adopted by the French and Dutch cavaliers.



In the 19th century, long side whiskers merging into a moustache became known as the "Franz Josef" in honor of the emperor of Austria.



The "imperial", a pointed tuft of whiskers on the chin, was named in honor of Napoleon III, in the 19th century.



During the Victorian period, from 1840 to 1870, London set the fashion with side whiskers developing a longer, more luxuriant growth and were referred to as "mutton chops".

Growing the Beard

We're pretty sure you've got an epic beard, but is your beard at its potential? Do you think you can go any longer, bigger, wilder? Maybe you want to become a wizard and star in the next Harry Potter films? Or just maybe you want to go all out and look like a big foot and smile to the camera in the woods?

Whatever the reason is, go for it! But whomsoever is it that keeps saying "grow the beard?" You don't grow a beard, you simply let the beard grow.. It does it all by it itself. All you have to do is have three goals: Commitment, Self Restraint, and Maintenance.

Commitment

Letting the beard grow requires commitment. The experience can even be a test of character as well as a surprising process of self-discovery.

When you see a man with a full-grown beard, you know he made the decision to be bearded and he had the determination to stick with it.

Whether or not you should let your beard grow depends largely on genetics. Beard growth is genetically determined and there is not much anyone can do other than to accept what they've been given. If you have developed enough facial hair to allow you to grow a beard, then you owe it to yourself to grow it out at least once during your lifetime - even if only as an experiment. You may be so pleased with the results, even unexpectedly so that you decide to keep the length of the beard permanently.

Growing the Beard

Make your commitment and hold on to it like a dog on a bone.

Self-Restraint

Two things are going to happen to newly bearded men. Your consciousness will start telling you to axe off the beard completely or the people around you will make you axe it off quicker than you can negotiate with the blades.

Your face is making a transformation so you'll probably start to look and feel not your usual self. You might feel that your beard just isn't suiting you, or your beard is feeling like barb wire. Just fight it. Don't pay any attention to yourself. The less you look into the mirror the better.

Anyhow, you've most likely have gotten passed this stage and survived the round if you're a purchaser of beard oil. Keep letting the beard grow until it reaches a length you feel comfortable with. You're in charge and you call the shots. People get fearsome whenever there's "change" in almost any aspect of life, so don't mind them and their opinions.

Maintenance

This is the tricky part. Just like crops and anything that has the potential to grow wild, beards need to be maintained. When we do something for a while, we tend to get bored and lazy about it, thus slowing down on momentum and eventually coming to a halt. I'm sure we can all agree on how much we hate paying bills - imagine

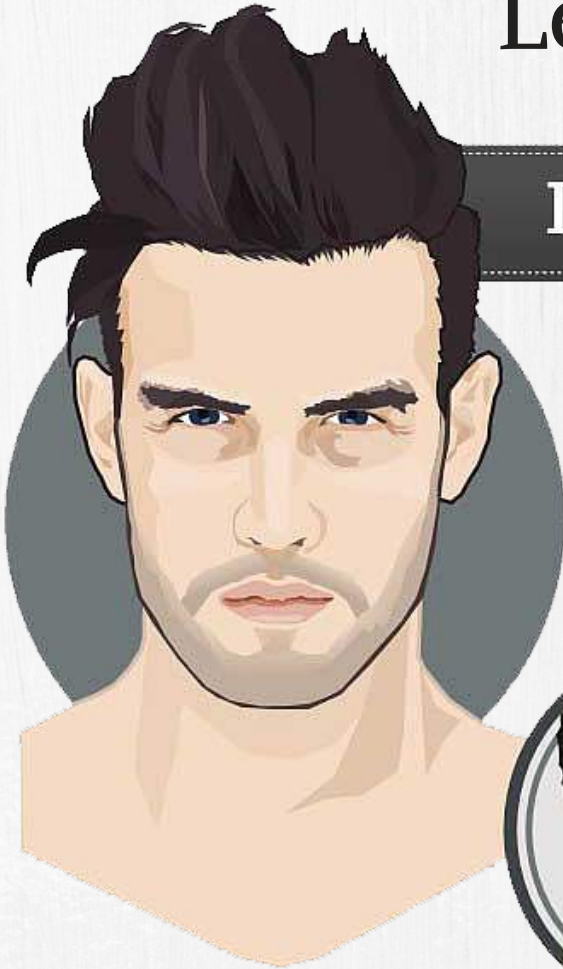
Growing the Beard

what would happen if we became lazy and delayed our bills. We certainly don't want to go there and can't afford to do so. That's why we've got to keep at it.

Le Styles

Designer Stubble

Also known as “five o’clock shadow”, is a short growth of beard, aimed to affect a rugged masculine or deliberately unkempt appearance that became popular in the 1980s. The best known of all ‘designer stubble’ wearers was George Michael.



Professional

Requires plenty of attention as you grow it; the hair must be kept shorter and the lines should be shaped tighter, this beard gives to your face definition and strong character. Make sure to shave the neck and create a defined line underneath the chin. Stops midway up the cheek and connects fairly evenly with the moustache line.



Le Styles



Full Beard

A full beard that's well groomed says you are the manliest of men. You are virile, self-confident and bold. It looks classy when your beard is groomed and rugged when it's not. It requires very little maintenance and is arguably the most popular beard style.



Captain Jack

The Captain Jack beard is a mix of moustache, Soul Patch and goatee-like whiskers – this style is a crowd pleaser indeed. If your facial hair grows fast, you should regularly trim, shave and do daily grooming. Beard wax can help to keep the shape. The oil will make your beard and moustache look healthy.



Le Styles

Hipster Beard

Despite the rough appearance, growing a hipster beard requires a level of maintenance. Some wearers prefer to avoid growing a “neck beard”, and therefore have to shave the upper part of the neck. Others also trim the moustache around the mouth. Some hipsters also cultivate traditional “handlebar” moustaches.



Van Dyke

A Van Dyke specifically consists of a short, pointy beard and a pointy moustache (often waxed), without hair on the side of the face. When done right, the Van Dyke is downright artsy. The Van Dyke beard requires regular upkeep to maintain its unique look.



Tools Collection

We can't bear to see bearded men looking scruffy as a result of not putting care and attention to the face. It's not just about making it look good, but it's got to feel good – and you need the right set of man tools to make that happen. Get ready to make your own dressing table or push your wife's to one side - and do it aggressively! Women seriously need to stop turning our houses into exhibitions! Let's help you replace it with manliness.

Top Must-have tools



Beard Oil – This is the most essential requirement and you've done the right thing by purchasing Prophet and Tools beard oil. There are too many beard oils with unwanted fragrance and chemicals that will damage your beard in the long run. Our beard oil is designed to naturally care for your beard by feeding your hungry hairs with nutrients. Just make sure you don't ever stop using it – or you'll be sorry! Very, very sorry! More on beard oil will be covered over at 'How to Use Beard Oil'



Scissors – Having a decent pair of hair trimming scissors on hand to clip those occasional rouge whiskers or to help shape that facial hair is a necessity. It's not always easy to choose the right one, but try to go for a sharp with good precision that will grip the hairs and not push

Tools Collection

them away as you cut into them.



Beard Comb – Just like the hair on your head, your facial hair needs to be groomed in order to help it lay correctly and remove tangles and snarls. A beard comb should have rounded tips to prevent scratching the skin underneath all that facial hair, and be sturdy enough to untangle and straighten your beard or moustache regardless of its thickness. Get yourself two beard combs: a good wide-toothed comb for longer beards and a fine-toothed comb for the moustache.



Beard Trimmer – We were torn between whether a beard trimmer is classified as a must-have or a helpful tool, but we've placed it right here and it's not going anywhere. Most beard owners recommend getting your beard trimmed professionally by your barbers. We personally think doing it yourself is perfectly fine. If you make mistakes or end up shaving your beard into the shape of a swan, then don't worry. It's not the end of the world. It just hair and it'll grow back in no time. You'll learn what not to do the next time. Beard trimmers are great, because they come with adjustable and removable trimming clippers. By adjusting the position to the trimming number, you control

Tools Collection

how closely it will trim your beard when you fancy it shorter. And let's not forget the moustache, goatee and side burns.

Top Helpful tools



Beard Balm – Different to beard oil, but similar concept. Beard balm is a styling and shaping aid as well as a leave in beard conditioner. A good beard balm should moisturize your facial hair, provide hold for styling and make your beard look thicker. For best results, avoid beard balms using synthetic sealants like petroleum jelly as they may irritate your skin and damage facial hair. Find a beard balm that contains all natural sealants like shea butter, beeswax or lanolin.



Beard Shampoo - One of the first questions men ask when growing a beard is whether or not they can use a regular shampoo to clean and maintain their beard. The answer to that question is yes, you can use a common shampoo for cleaning your beard and many men do. However, if you tend to find that your beard is extra coarse, hard to manage, or that the skin beneath your beard has a tendency to become irritated, itchy and dry, then using a dedicated beard shampoo may help to reduce

Tools Collection

or eliminate some or all of these problems.

Razor – As important as it is to keep your beard and moustache neat and tidy, keeping them well groomed also means maintaining those parts of your face that are not sporting a beard or a moustache as bare as a baby's bottom. To keep those upper cheeks, neck area and other spots of skin completely hair free, and present the sharp well groomed contrast to your beard or moustache, you will need a safety razor. Safety razors may be considered by some to be old fashioned, but there is no better way to get a close shave than with one of these razors.



These are all a good source of tools for keeping a healthy and neat beard - and before we move on, make sure you put your wife's beauty products all back on the table exactly the way it was. I tried it once and it wasn't a very appealing scene. Lucky the curtains in the bedroom were closed.

Using Beard Oil

The title of the ebook says it all, "oil is richness". It is a valuable substance. So guard your beard because people are going to invade it with their evil eyes and want it.

Prophet and Tools Beard Oil is nontoxic, hypoallergenic, and enhances the beard's natural oils. When you work beard oil through your beard and moustache, the hydration goes straight to the follicle, much like a conditioner does when you wash your hair. That hydration keeps your facial hair healthy as it grows, but it also hydrates your skin, which doesn't get a lot of attention under a beard. This helps to prevent beard-druft, which is what we call dandruff for your beard, and which we'd all like to steer clear of at all costs.

Beyond the work it does below the surface, beard oil is a great grooming tool itself. The hydrating ingredients help to keep coarse hair neat and smooth, making your beard touchable, soft, and tangle-free.

It's made of only four, all-natural ingredients that are healthy for your skin - you know it's a good addition to your bathroom regimen. But those all-natural ingredients aren't just a side benefit: they're the main reason beard oil is such a good idea. Oils like jojoba, Vitamin E, Aloe Vera and Chamomile are food for the hairs.

Let's get down to a bit of science.

Using Beard Oil



Jojoba Oil: This easily absorbed 'super' oil conditions and softens your beard hair, making it crazy soft. Also containing antibacterial properties, it helps the skin to produce less sebum which leads to clear, clog-free pores.



Vitamin E Oil: A natural preservative, which will help your Prophet and Tools beard oil to last, antioxidant Vitamin E helps improve skin elasticity, rejuvenation and health.



Aloe Vera Oil: The natural enzymes found in aloe vera can soothe and moisturize beard, helping to reduce the dry, itchy feeling that accompanies dryness. It also brings a refreshing and cooling sensation to the skin.



Chamomile Oil: Helps give you healthy glossy hairs. Also the anti-septic, anti-bacterial and anti-fungal nature of the oil will help with other problems like acne, eczema, blemishes, redness, and more.

Using Beard Oil

Teach me how to use it



All sounds good? Let's get onto slapping the beard oil on our face passionately! There's no technique, but to use beard oil we like to pour 1-3 drops into one palm, then distribute over the fingers of both hands with a warming rub.

Then apply the oil directly to the skin under your beard, to start the hydrating process at the source, and work the remaining oil through the rest of your beard and moustache. Keep going and going. if you feel you could do with a bit more oil, add a couple of more drops. If your beard is beginning to look greasy, don't worry about it. It'll dry up in 10 minutes. This is also a good time to give the beard a bit of a comb with the Prophet and Tools beard comb that came with your Premium Edition box.

How often you use beard oil might depend on the dryness of the climate and water hardness, but it could be from daily to every three days. Honestly, the more the better. You can't possibly go wrong.

Beards in general are on the rise, and can be part of a sophisticated, stylish man's routine. These kinds of beards are tailored and maintained, and the products involved are a part of the style

Using Beard Oil

statement themselves.

Beard oil is a masculine way to provide health and style to the average beard, and it's rising in the public consciousness. Virtually non-existent before 2006, internet searches for the product have skyrocketed in the last year, according to Google Trends. But because beard oil is still a part of a relatively small style community, it's very much a boutique product: appreciated, bought, and shared by those in the know.

Grooming the Beard

The great thing about having a beard is that every beard owner has their own identity and that it suits the face it comes with. We've all got our own ways of grooming methods, but it's always good to sneak on how others groom their beards. You might find a better and easier way.

The strictly don'ts

It seems like a no-brainer, but so many guys treat shaving like a race and end up with nicks. Take the few extra seconds to add water to your shaving cream for an extra-smooth shave, and always go with the grain.

Never squeeze ingrown hairs like they're pimples. Dirt in your nails can lead to infection. When you have an ingrown hair, put a hot towel on your face, then take a tweezer, and go at it. Grab the hair as close to the base as possible to pull the bulb out. If you yank it from the top, you'll just split the hair in half, and then you'll have to try again a few days later.

When you wash your beard, don't start trimming the hairs that you think are stepping out of line. Hairs naturally become weighty and begin to fall down.

Choose a good lit room with natural sunlight (preferably in the mornings) and place yourself in front of a big enough mirror. A light coloured top also helps a lot. You've got to see clearly what you're doing at every angle, even if it's between your legs.

Grooming the Beard

Long sideburns are out. They've been out. And unless you're the next Wolverine in some new X-Men movie, they need to stay out. Stick with short sideburns, and make sure they're even. If you can't trust yourself, hit up your barber to neatly crop them for you.

It's always nice to see a clean neck. Neck beards are a no-no, but guess what? Bearded men actually get this wrong by shaving onto the jaw. It makes us flinch, making neck beards more bearable to look at. You've got to know your limit, and the safe indication is at the Adam's apple.

As you start aging, you're going to start getting some new white friends in your beard. Don't hide your natural color with those sketchy products from TV. Instead, show off your wisdom and experience, and mix that salty gray hair color with your still peppery youth.

Whenever you shave your neck with a beard trimmer or razor, never walk away without splashing some cold water to cool the skin down. It has just undergone some surgery without you realising and the skin is feeling very flustered and irritated. Cool it down and be generous with a moisturizing shaving balm.

Grooming the Beard



Odd hairs (all-round)

This is the fun part – and also the part where you can get a little too carried away. Your aim here is to snip down the ‘obvious’ hairs that stick out like whiskers. We don’t want to resize the beard. This is just some cleaning up after some mess in the kitchen. Begin combing your beard down and get those knots separated. Then comb the beard all up. You should be able to identify some odd hairs – snip them off with scissors. Then comb the beard down and identify more. Comb the beard up and try again. Are you getting how the cycle works? Keep combing up and down and snipping away until you feel that you’ve got as much as the odd hairs as possible. Remember, it doesn’t have to be perfect.



Sideburns

The side hairs are tricky to work with. It’s best you get somebody to do this for you, but doing it yourself requires setting up two mirrors so you can see the profile of your face. You can use a hair trimmer or beard trimmer – both do the same thing. Begin combing down the sideburns and place the clipper onto the trimmer. Determine what the length of your hair is. You’re going to want to match the sides so start off with a slightly higher number than

Grooming the Beard

the length of your hair and gradually work your way down until you find it. Shave down to half of the ear from the head. We want to create a fading effect that will blend with the beard. Then go up a few numbers on the clipper and shave down just above the earlobe. When you shave down, don't shave directly straight, but pull it out a bit to make it blend. Once you're done, do the same for the other sideburn. Continue to look in the mirror while comparing with the new sideburn to make them as even as possible. To finish off the cleaning, comb the sideburns forwards and trim off any hairs which extend beyond the natural hairline, then comb the sideburns backwards and do the same.



Neck

This is the most serious you'll ever be in your life, so get serious! Brush all your beard outwards - you'll get a better view of what's going on underneath your beard. If your beard is exceptionally long, then you may not need to worry too much about cleaning the neck. You want to first identify your Adam's apple; if you can do that - point at it. Move your finger a centimetre down - everything below needs to be shaven off completely. Going back to where you finger was, work your finger to the sides

Grooming the Beard

still maintaining the line between the Adam's apple and the jaw line - everything below also needs to be shaven off. You should now have an idea of how much neck hair should travel up and what's below be taken off. We advise you do this with a beard trimmer as it gives your neck a natural faded effect. You can do it super-clean with a razor, but when the hairs start spurting out from your skin, it's painful, itchy, red, lumpy, spotty, sore... and we're sure you've experienced this.



Cheek line

A beard trimmer on zero is best used for a quick and easy cleaning method. We encourage you not to make mistakes by placing your index finger flat along the lining of the cheek line where the hairs begin to get thick as a guideline to prevent you from shaving below the finger. You simply shave what's above – the shy little hairs. If you want a super-clean, freshly defined look, use the same method with a razor – and some shaving cream of course.

Grooming the Beard



Moustache

This is a danger zone. Some say you shouldn't touch it, some think it's best trimmed down for hygienic reasons. We personally don't really like our moustache to eat and drink with us - that's the mouth's job.

If you want to take our advice, you've got two options here: One - you might like the length of your moustache, so you'll just want to use a scissor or beard trimmer to cut the hairs that overlap the lining of your upper lip. Second - you might think the moustache is actually a bit too much. Whip out the beard trimmer and put the clipper on. Start with a high number when trimming and gradually work your way down until you reach to a size your moustache looks good at. It's better to trim bit by bit than too much.

Otherwise, the third option is to leave it exactly as your moustache is and keep curling the ends up with moustache wax like a fine gentleman.

Turbo Beard Growth

Letting a beard grow can be one of life's secret joys; even a token accomplishment. Not all men find it easy to grow plums of facial hair, but there are a few things you can do to help. While the rate and thickness of growth you produce will be dependent on your age and genetics, one thing all men lack is patience. This is how many men come to ask for advice on how to make your beard grow faster, as no one enjoys the itchy, fuzzy growing phase. know what they are – go buy them!



Beard Growth Supplement

In all honesty, you don't need to be popping pills down your throat. You can find oral supplements for facial hair growth and they can help to a certain degree, but we'd like to pass on these kind of stuff. Natural intake is the way to go and that way you can't go wrong.



Eat your Vegetables

It might not be obvious, but since hair is made of protein, a good diet high in protein will speed up the process. Iron, vitamin E, vitamins B (particularly biotin), vitamin D, selenium, copper, magnesium and zinc - all play a crucial role in hair growth. Vitamin and mineral deficiency can even cause hair loss. Eat plenty of fruits, vegetables, and even fish. There's no need to list out all the healthy food to eat. You know what they are – go buy them!

Turbo Beard Growth



Put your Feet up

Less stress and more sleep! Some evidence has shown cortisol reduces testosterone. If you are under chronic stress, your male hormone levels may be suffering. Stress also constricts blood vessels, causing the hair root to receive fewer nutrients. It is one of the contributing factors of hair loss, and will reverse the effects in men of any age. Sleep is the necessary time to put it all into place. Get early nights if you can. Turn off the television or put your phone down if you've made it a habit before bedtime. They're only made to procrastinate. We need to control stress. I know this is easier said than done. What helped me was taking my time more when I did things and admiring nature; start with a tree and begin to ponder deeply. You'd be amazed, if not left admiring with your discovery.



Plenty of Fluids

We've heard this all before and we can't emphasize how important it is to get as much water into our body. Did you know that up to 90% of our body weight comes from water? Drinking the recommended eight glasses of water a day will help keep the growth thick and healthy. Keep topping up or we're going to end up like a dry watermelon.

Turbo Beard Growth



Get Fit

Exercise affects facial hair in three ways:

Shedding excessive weight increases testosterone, short intensive exercise is proven to increase testosterone and prevent it from declining, particularly weightlifting and strength-oriented HIIT (high-intensity interval training) – although, any exercise has a positive effect on your health and testosterone.

Exercise increases blood circulation (Blood carries proteins and vitamins to your hair follicles). Not to mention that exercise actually makes you more handsome – and believe me, it's true.



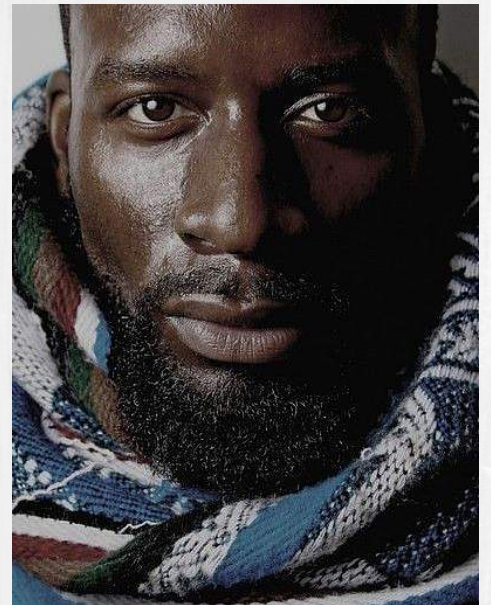
Massage

Frequent massages to the jaw area is worth a mention and a luxurious pamper. Use your fingertips - it's FREE and so relaxing! Do it for approximately 1-3 minutes in a circular motion and make sure you push past the beard right through to the skin. Why shouldn't you show some loving and compassion to yourself, or get your wife to do it for you.

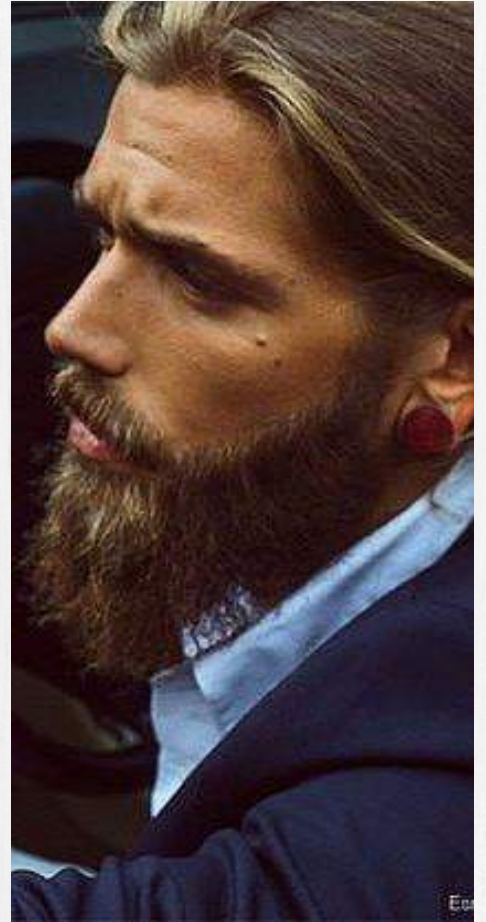
Beards Showcase



Beards Showcase



Beards Showcase



Beard Facts

When it comes to record holders, what man has the longest beard in the world? The title belongs to Shamsheer Singh of Punjab, India. Back in 1997 his beard was officially measured from chin to tip and it came in at an astonishing 1.83 m (6 ft) To put this in perspective, the average male adult in the United States is 5 ft 10 in. But the true title for the world's longest, although no longer alive, belongs to Hans Langseth. His Norwegian beard was stretched to 5.33 m (17 ft 6 in) in 1927. The legendary beard made its way to Washington, DC to be stored at the Smithsonian Institution in 1967.

Beards were once taxed, it's true. Peter the Great encouraged cleanness and for those who didn't comply, he taxed them 100 rubles a year for a medallion. This medallion served as a license to wear a beard. Although the principal at hand wasn't about merely money.. His inscription on the beard license read, "The beard is a useless burden."

The University of Southern Queensland found that facial hair can block up to 95% of the sun's harmful UV rays. Which means beards can go a long way in protecting you from things like basal-cell carcinomas. (Cancer). Not to mention, also help prevent visible signs of ageing around your face, head and neck.

Beards grow faster in the daytime than the nighttime.

Want to stop acne in its tracks and have blemish-free skin? It's simple, "stop shaving" says Dr. Shannon C. Trotter of the Ohio State Wexner Medical Center. The truth is, shaving can spread bacteria

Beard Facts

around your face, cause hair follicle infection and irritate the skin with razor rash.

Trouble breathing? A beard may help if you suffer from things like pollen or dust allergies. In some cases it can work like a filter to keep them from settling, much like the hair in your nose.

Just before the battle of Ardela, Alexander The Great called to his soldiers. He had an understanding that beards were dangerous in hand-to-hand combat and made all of his men shave. Within time beards would grow back, only this time soldiers kept them to display their lack of fear in times of war. The weakness of being grabbed from behind was of no concern.

Prehistoric men grew beards for three reasons – warmth, protection and intimidation.

Abraham Lincoln became the first U.S. president to sport a beard in 1860. Yet this historical moment wouldn't occur until a 11-year old girl named Grace Bedel first wrote to Lincoln. In her message she wrote, "You would look a great deal better, for your face is so thin." And so he grew and grew. People certainly took notice, as did the tabloids.. Shortly after the Illustrated News of NY touted claims Lincoln had used Bellingham's Stimulating Paste. Only it would later prove to be untrue as Bellinghams was merely an advertiser of the newspaper.

0.35 millimeters is the rate of human hair growth. Over a month your hair will grow 1 centimeter in length.

Beard Facts

Naturally lessen signs of aging. With lesser sun exposure, you can actually continue to look younger. Paradox of sorts – beards make you look older, but actually keep you looking younger!

Where Do Beards Come From

Dihydrotestosterone

Its level varies seasonally, so don't be surprised to see bushier beards in the summer

CC12CCC3C(C1)CC(=O)CC4=C2C(=O)CC(C3)C4

Growing a beard has been a sign of manliness since the dawn of time.

Scientists believe prehistoric men had beards for

- Intimidation through a thicker, stronger-looking jaw line
- Protection and cushion from punches or dull blows to the face
- Warmth and lessening sensitive mouth skin safe from elements

In ancient civilisation BEARDS WERE A SIGN OF HONOUR AND WERE ONLY CUT AS PUNISHMENT

But around 345 BC Alexander the Great decreed that soldiers could not have beards.

No Fear: Enemies pulling beards in battle.

All You Need To Know About FACIAL HAIR

When men shave in the morning, do they think deeply about the stubble? They don't. But there's so much more to that hirsute facial dimension than a chore. *ET on Sunday* puts together the biology, history, sexuality and economics of the beard.

Since their beards have regularly cycled in and out of fashion, separating men from boys for centuries.

16th Century Saw popular new beards like the forked beard and the silletto beard.

19th Century President Lincoln made beards popular for all Americans.

Celtic Tribes Otto the Great swore by his beard when saying anything serious.

Middle Ages Touching another man's beard was offensive and grounds for a duel.

In a study of facial hair

Bearded Men vs Clean-Shaven were viewed as

- 36% Less Caring
- 38% Less Generous
- 51% Less Cheerful

Women found full bearded men to be **2/3rds** as attractive as clean-shaven men.

But don't lose hope! These same women, as well as men surveyed, found full-bearded men to also appear:

- Older, More Respected
- if Higher-Status
- Powerful

It seems that beard intimidation keeps less adventurous women away.

More men tend to have facial hair when the marriage market is good.

BUT REAL MEN KNOW BETTER

DON'T SHAVE, FIND A WOMAN WHO'LL EMBRACE THE BEARD

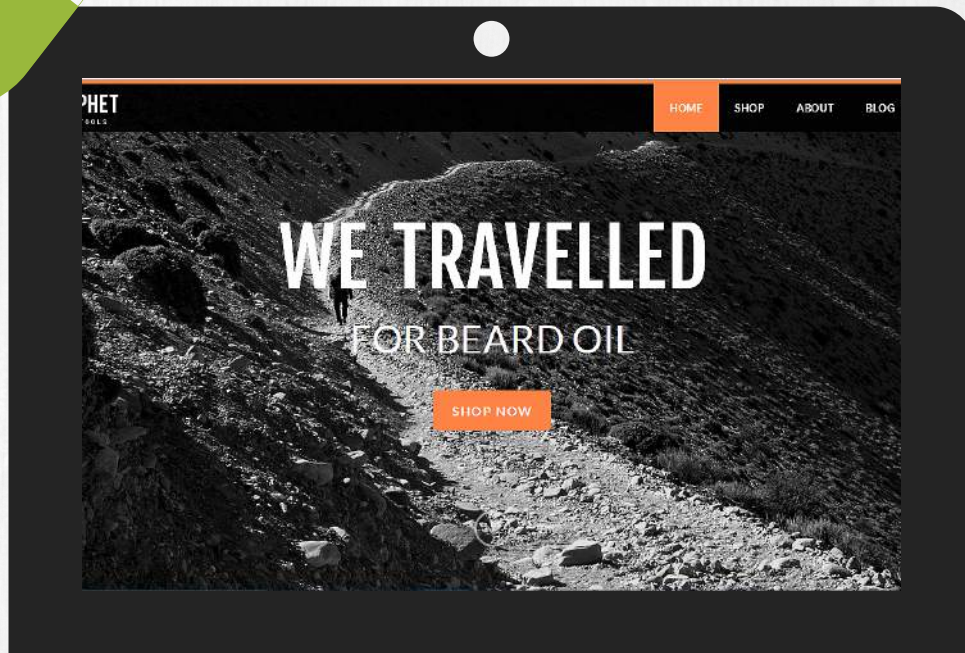
98% of the Forbes 100 list of the world's richest men are clean-shaven.

of the world's lumberjacks, warriors, & badasses have beards.

But when it's tough to find a wife, weaker men shed their stashes.

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