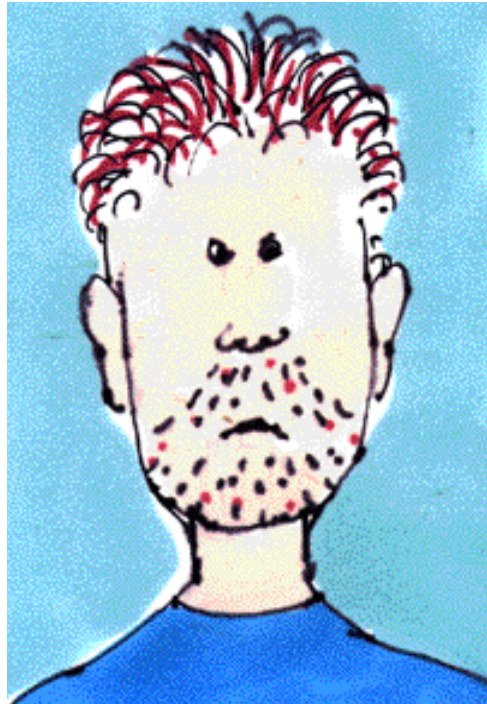


# A BOOK ON THE ART OF SHAVING

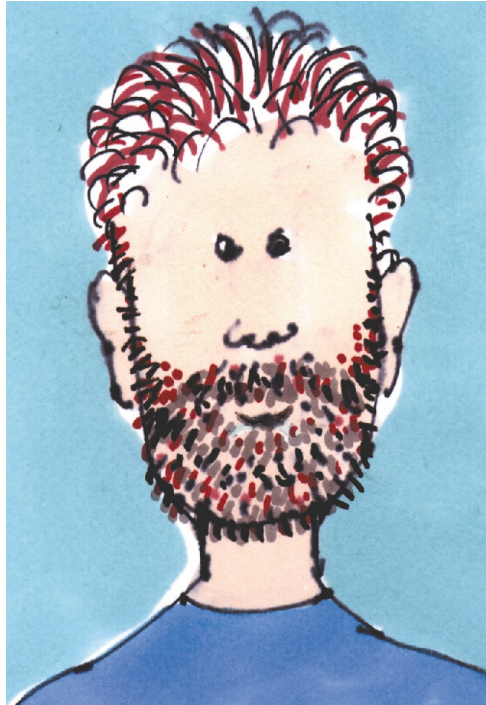


We have made this book especially for the young man that is about to start shaving. This book is about shaving.

You may think that it is a simple and straightforward task, and you are right - but first you have to try different methods to find out which one suits you the most.

These pages will give you some straight advice, and it will only take some minutes to read it.

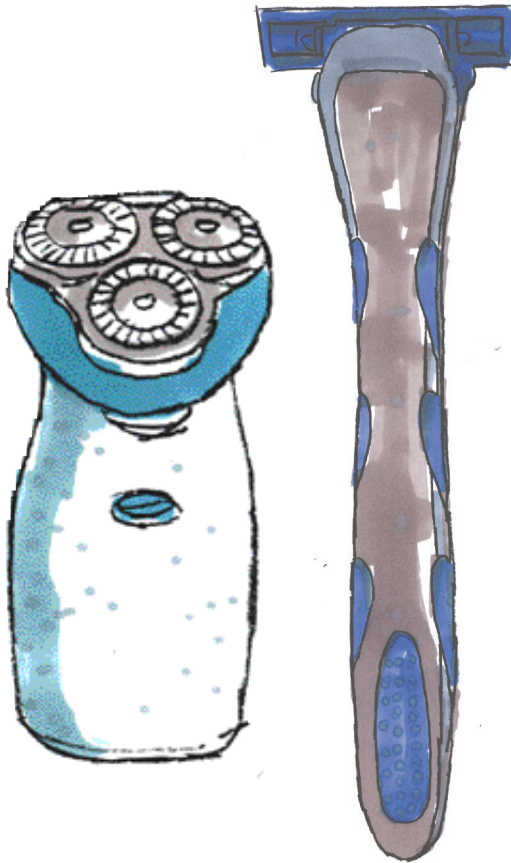
# YOUR BEARD



You will probably use around 2000 hours of your life only for shaving. If you don't decide to let the beard grow of course.

If you know how to shave and what works best for you these can be some relaxing and enjoyable moments.

# WET OR DRY SHAVING?



There are two ways of shaving; dry shaving with an electric shaver or wet with razor and cream. On the following pages we describe the difference between dry and wet shaving.

# WHAT IS BEARD?

The hair are elastic horny threads developed from the epidermis. They are placed in deep narrow pits or pockets which traverse the derma to varying depths and usually extend into the subcutaneous tissue.

Each hair consists of a shaft which projects above the surface and root which is embedded within the skin. At its lower end the root presents a knob-like expansion, the hair bulb, in the under surface of which is a slask-shaped indentation of the connective tissue, the papilla of the hair.

Enclosing the hair roots follicle which consists of an epidermal(epithelia) and dermal(connective tissue) portion.

The color of the hair is determined primarily by the amount of pigment, but to some extent also by the present of air since the latter appears white in reflected light. Hair in which the pigment has faded and the medulla has become filled with air appears silvery white.

The hormones in your body determine how much beard you will have and if it will be soft or hard.

The beard is a remainance from the early days of humanity when it protected and gave isolation to the man. Now beard is no longer needed to protect man, it is more a question of looks. Some like having a beard, others don't. Whatever your opinion, you will need to shave some time.. Today we have good razors, before we used only a razor knife. It was more difficult and less comfortable to use.

# HOW DOES WET SHAVING WORK?

Wet shaving is recommended due to the fact that it exfoliates the skin, removing dead skin cells and allows the skin to breathe. The method also provides the closest possible shave with lasting results. The first essentials to a perfect shave are water and warmth. When hair absorbs hot water it becomes softer and easier to cut, and with warmth the skin and facial muscles become relaxed, making shaving so much easier thus the best time to shave is after a bath or shower.

Applying shaving cream "lathering up" can be done with either the fingers or shaving brush. Using your fingers is a very successful way of preparing the skin and beard for wet shaving as well as revitalising the facial muscles. The shaving foam makes the beard go harder and stand up and makes the shaving smooth.

On the upper lip and the chin it takes longest time for the lather to work and therefore you should shave these parts last. Make sure you use a sharp blade that has been warmed in the sink or under hot running water.

Shave with the grain of your beard, or move the blade sideways across the growth in awkward areas such as the chin and under the nose. Never shave against the grain as this pulls the skin in the wrong direction causing small cuts and "grazing" to the skin and is the most common cause of "razor burn", ingrown hairs and shaving rash.

Keep the razor well rinsed to avoid clogging the blade and apply more water if necessary, not more shaving cream. Rinse the face thoroughly with cool water to close the pores and pat the face dry with a soft towel.

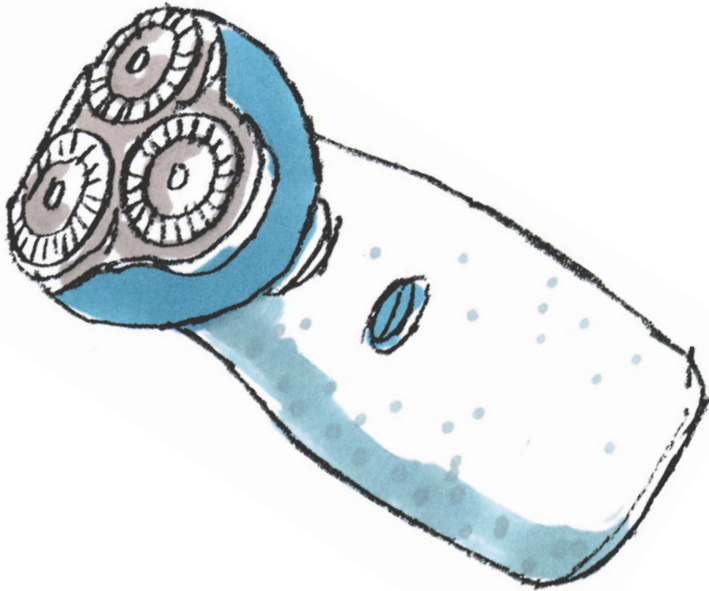
You can choose from a disposable razor or a permanent razor with blades you change. We recommend permanent razor handles where you change blades. They give the right balance and a safer shave.

# CLEAN AND FRESH



Take care of your razor! Bacteria can be transferred from one person to another. This is why you should not borrow someone else's razor or razorblades. When you have used the razor you should rinse it in warm water. This way it is always clean and hygienic when you will use it next time.

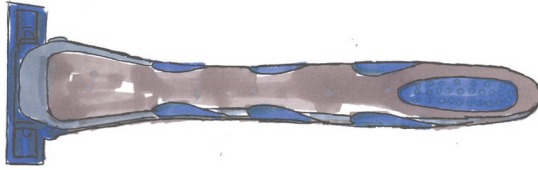
# HOW DOES DRY SHAVING WORK?



If you don't have access to water dry shaving is the best method. But in order for the vibrating knives of the machine to cut the beard, it needs to be a tough beard. It is not so good if you have a sensitive skin or soft beard. If you already noticed that the electric shaver does not suit you it may depend on the shaver.

Almost all young men have soft beard. In this case wet shaving is the best method. Another disadvantage with dry shaving is the cleaning. The electric shaver is more difficult to keep clean than the razor used in wet shaving.

# MAKE THE RIGHT CHOICE!



It is easier to shave when you can change the blades. There are many different razors to choose from. Most of them are hygienical and good. A new high tech 3-blade system from Personna with individually moving blades and lubestrip is a good alternative in the high tech category. You can find the product in the stores and read the instructions on the back of the package.

If you suffer from acne you can use a deepcleaning facial cleanser insted. It has the same effect as an after shave but it is also antiseptic(kills bacteria). Dull blades do no good. They nick and drag the skin. This is why you should be careful to change blades when they get dull.

Normally you can shave up to 20 times with each blade when using the new 3-blade system from Personna. But it also depends on the type of beard you have. Some may need to change blades more often than others.

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