

The 6 Essential Elements to an Exceptional Shave!



VITAMIN
NATURAL AUSTRALIAN MAGNETISM

Credits

WARNING: The links in this PDF work... just click on one to learn more.

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Special thanks to Luke Faccini, George Pandleon and the team @ The Sponge

They truly are branding, communication and marketing gurus.

The team at The Sponge are responsible for producing all VitaManGlobal.com marketing material and communications including this ebook, our exciting and innovative www.vitamanglobal.com website and our point of sale material.

Luke Faccini has worked through my drafts of this ebook and provided tons of valuable advice to make it read better.

You can find them at www.thesponge.com.au and their branding blog <http://blog.thesponge.com.au>

Also special thanks to two marketing gurus who inspired us to create this ebook. You can visit their blogs at

Seth Godin: <http://sethgodin.typepad.com>

David Meerman Scott: <http://www.webinknow.com>

Share the love

A paragraph I have borrowed and modified from **Seth Godin**, this e-book is free and you are welcome to copy it, print it out and share it with friends, but please don't sell it or alter it.

You are invited to post this freely on your blog or email it to every person you know that shaves (not so well). Thank you.

6 Reasons why you should make the 6 Essential Elements to an Exceptional Shave part of your daily routine?

1. Because most men were never taught to shave by a professional.
2. Because you may have unknowingly picked up harmful shaving techniques from your father.
3. Because you may have learned to shave from TV (even worse if it was a razor commercial!).
4. Because you've experienced razor burn, ingrown hairs, redness and irritation.
5. Because 70% of women prefer a smooth, clean shaven face on a man.
6. And because the amount of sex you get is in direct proportion to how well you shave!

This E-book is proudly presented by



We recommend that you use only 100% Natural Grooming Products that are specifically designed for men's skin, like the selection from VitaMan's range we've featured in this ebook.

Visit our online store to see our full range

www.VitaManGlobal.com

[be irresistibly magnetic]

VitaMan products are used and sold in over 22 countries and featured in some of the top Spas and resorts in the world.



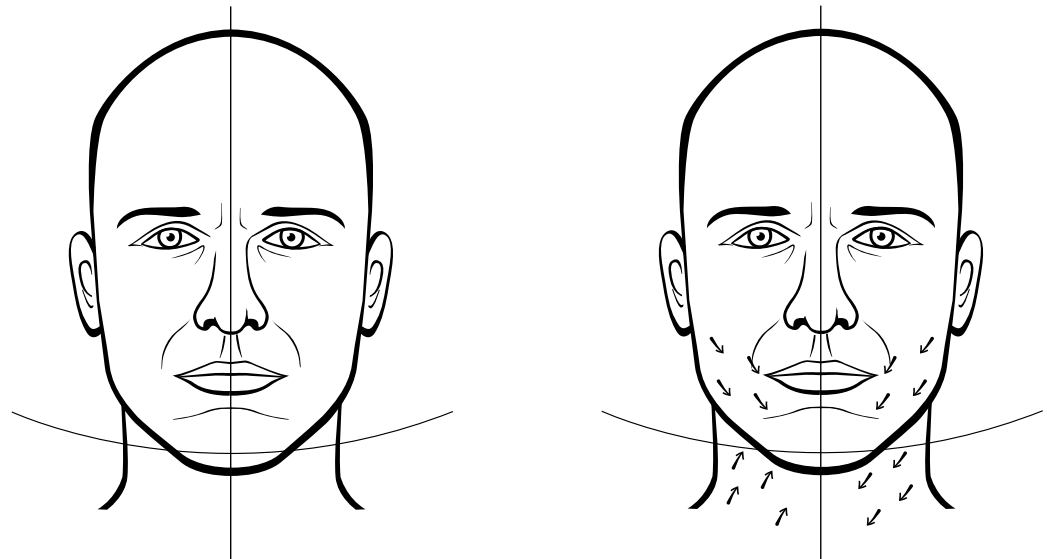
Step One - ANALYZE

Map the direction of your hair growth

Before you apply any products and before even picking up your razor blade, you must properly analyze your beard growth. You only ever need to do this once, as the direction in which your beard grows never changes. I recommend you do this on a weekend when you can grow your beard out to clearly see the hair growth direction.

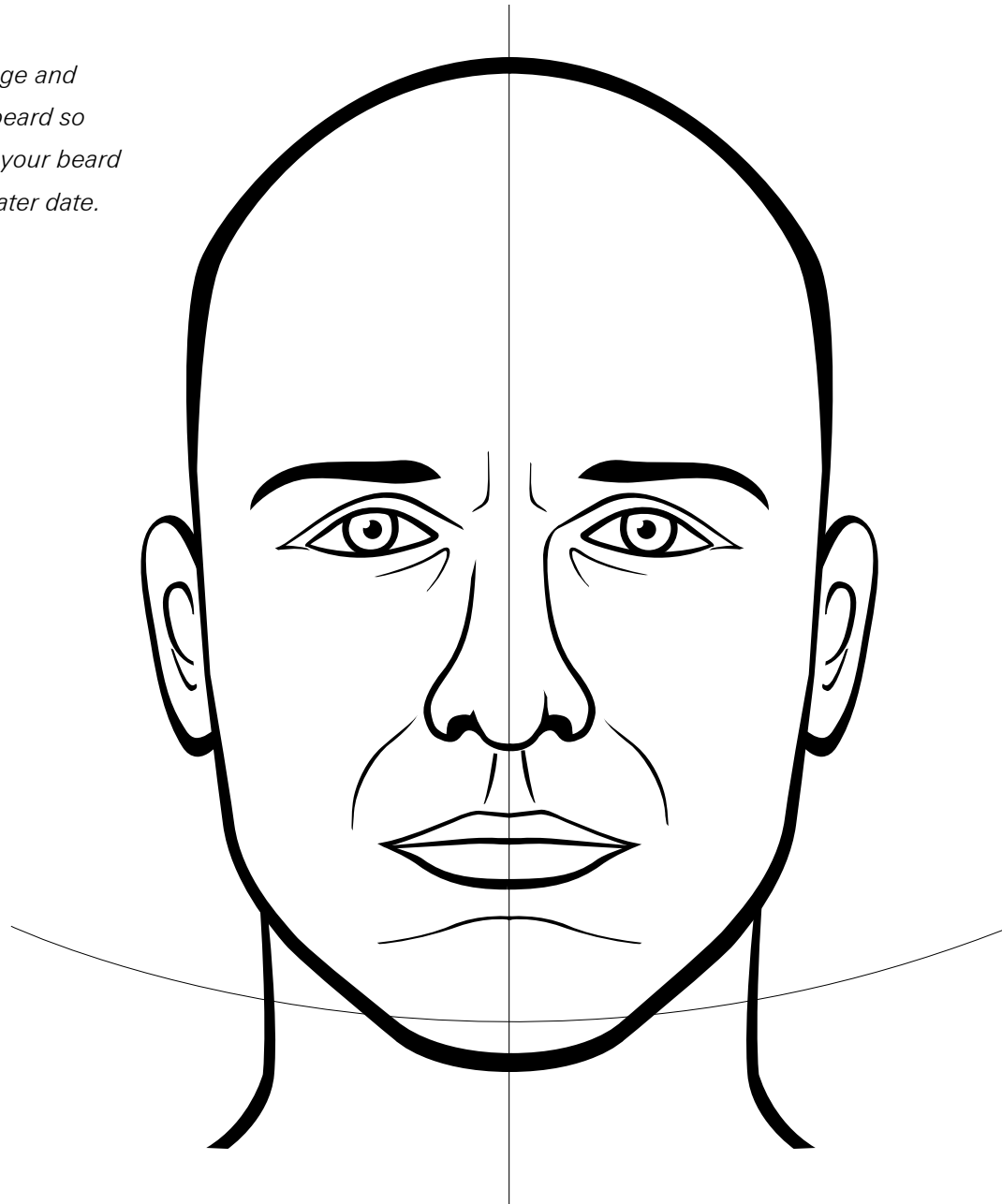
Divide your face and neck into four sections.

1. Left side of the face
2. Right side of the face
3. Left side of the neck
4. Right side of the neck



For each section, look closely at your beard to see the angles which the hairs grow out of the follicles. Imagine an arrow head at the end of each hair pointing up, down or across your face. The direction that these arrows are pointing is your beard's grain. It's important to determine the grain because you have to shave WITH the grain - that is, in the direction that the hair grows out of the follicle/skin. Shaving with the grain removes about 70 - 80% of the hair's length. I will focus on getting closer than this later, but we're not ready to shave yet!

TIP: You may want to print out this page and draw in the direction growth of your beard so you will be able refer back to it when your beard is covered with Shave Crème or at a later date.



Step Two – CLEANSE

Cleansing with hot water and a natural cleanser will not only clean away any debris from your skin, it will soften your beard growth in preparation for your shave. The heat of the water dilates the blood vessels on your skin's surface which in turn relaxes your pores. When the pore is relaxed, the hair follicle within it becomes loose and pliable and is far more shaveable .

It's always advisable to shave directly after a hot shower. If you can't, or don't want to shower before shaving, you should cleanse over a basin with hot water, or use a hot wet towel to properly prepare the skin. When using hot towels, rest the towels on your face and neck for a good 30 seconds.

Naturally we recommend VitaMan's Face & Body Cleanser prior to shaving, or over the basin. Gently lather the face and neck - you can also use a shaving brush as this helps lift the hairs prior to shaving.

Cold water constricts the blood vessels, and makes hair follicles stiff. When whiskers are stiff and coarse, the beard is much more resistant, which makes it harder for the blade to cut each hair. If you don't keep the room hot and steamy you may need to reheat your face with a hot towel to re-relax your pores.

Step Three – PREPARATION – SHAVE OIL

Applying good quality pre shave oil will provide a protective film between your blade and skin, maximizing the razor's effect in providing a close shave. It is perfect for coarse beards as it softens the hair follicles and massaging a small amount of oil against the grain of the beard will help lift the hairs in preparation for the shave.

Shave Oil is also great for sensitive skin, ingrown hairs or pimples as it provides an extra barrier of protection. It helps prevent razor burn, redness or skin irritation and leaves skin feeling soft and smooth.

VitaMan's Shave Oil is a 100% natural oil product that contains unique Australian natural plant and herbal extracts that will warm your skin, increasing blood flow and help soften and lift hair follicles allowing for closer, smoother shave.

Naturally it is ideal to be used in conjunction with either VitaMan's Shave Crème or Gel for extra softening and lubrication and a far more comfortable shave. If you have moles or pimples the Shave Oil and Shave Gel combination are perfect again because you can see everything as you shave.

Step Four – THE SHAVE

PROTECTION – GEL OR CRÈME?

Apply enough product onto the face to give a protective barrier between the skin and the razor blade. It is not necessary to “lather up” and see bubbles, this usually means you are using a detergent based or alcohol based product which will leave your skin in bad condition. Re-apply during your shave as many times as necessary, as this will protect your skin from razor burn.

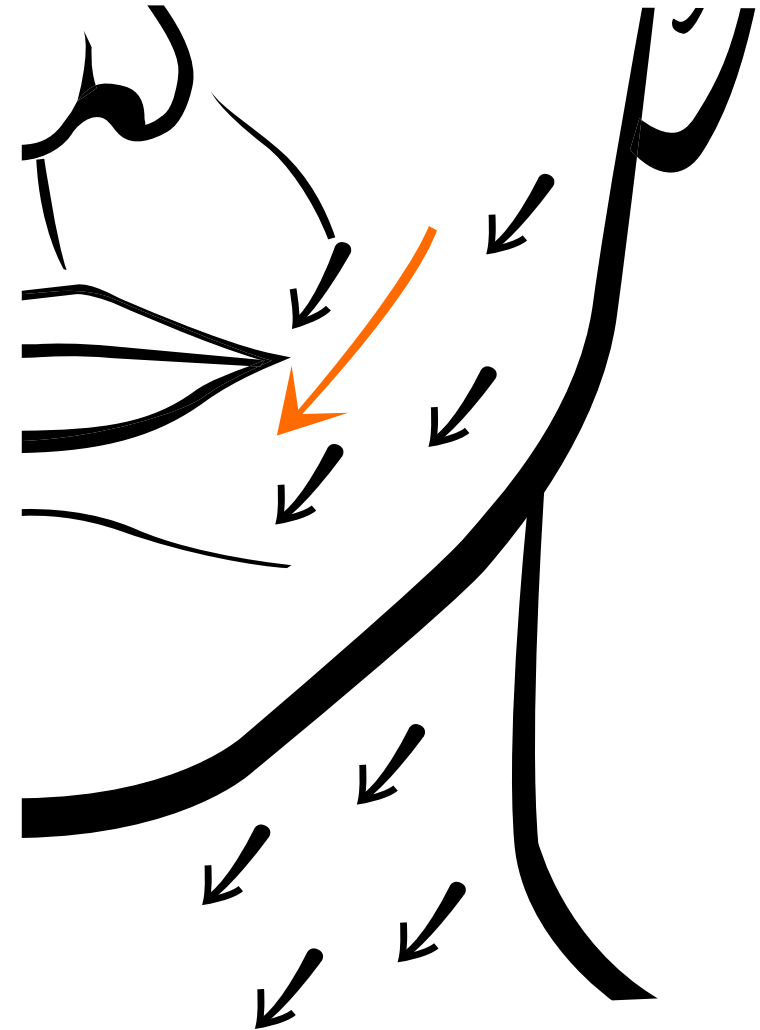
Your decision to choose between VitaMan Shave Crème and Shave Gel is simple. If you have “creative” sideburns, goatee, or beard, VitaMan’s Shave Gel is perfect as it is 100% natural and clear and you can see exactly where you are driving your blade. Both VitaMan products are free from alcohol, harmful or skin irritating chemicals and will give you the smoothest, friction-free shave possible every day!

THE SHAVE ITSELF

Your choice of blade will be yours. They can vary between more traditional safety razors, which take some serious practise to use well, or the latest multi blade monstrosities that promise so much. A good three blade swivel head from Gillette (Mach 3), or Schick (Xtreme) will suffice as they are good sharp razors.

Prepare your razor blade! Heat your blade in hot water and use the HOTTEST blade possible, because hot steel cuts more efficiently than cold steel (ask any good chef). Thoroughly and continually rinse the razor blade between strokes, and warm the blade with HOT water for the next section. An old toothbrush is a handy to help remove the excess hair and dead skin cells that do not easily rinse free.

A good starting point is the sideburns - align the blade with the end of the sideburn and shave WITH the direction of your beard grain in short strokes of one inch or two in length at a time - keeping the skin taut with the other hand. Using small, precise strokes will always give you a better shave rather than one long stroke. Shaving with the grain will remove 70-80% of the length.

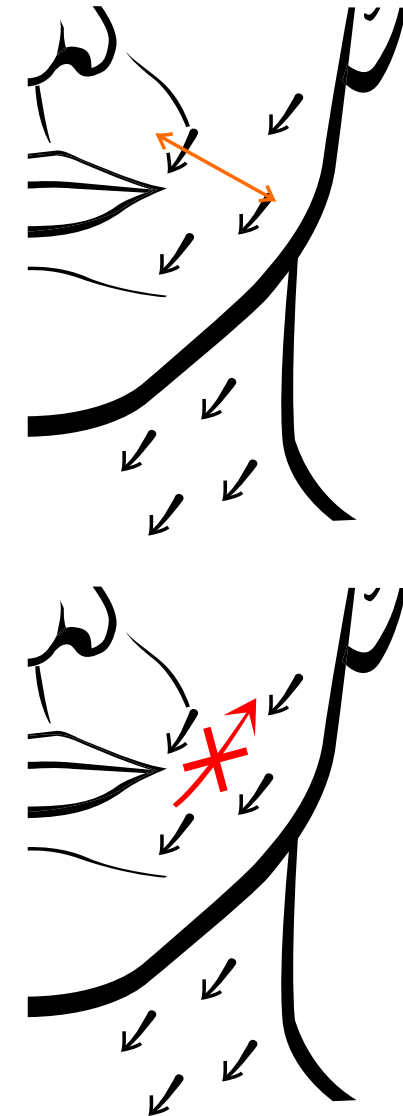


Work systematically - section by section - rather than jumping from one side to another and shave the lip and chin area last as this allows it to soften longer. Too much pressure on the blade will remove too much surface skin cells leaving your skin irritated with razor burn

When shaving your jaw line use small strokes above, and small strokes below the actual line of the jaw. Never attempt to shave around the curve of the skin as you will pick up loose skin and cut yourself.

To get a closer shave, re-apply the shave creme or shave gel and holding the skin firm with your other hand, shave ACROSS the grain in either direction. Remember to continually rinse you razor between strokes with HOT water to keep the blade clean and hot for optimal shaving performance.

NEVER Shave against the grain!



Step Five - CALM

Rinse off all the residual Shave crème or Shave gel from your face and neck with plenty of cool water and gently pat dry. This will help “shunt” the blood supply away from your skin’s surface.

By shaving you inadvertently remove a thin layer of skin each time. This new skin is sensitive and dry, needing care and hydration. To Calm the skin and keep it free from bacteria use a natural shave balm. Naturally the perfect complement to your shave routine is VitaMan’s After Shave Balm. It is not an After Shave Cologne - it is a Balm. To apply it, take a small amount and gently pat it onto all the areas of the face and neck that have been shaved. This soothing balm cools and calms skin inflammation or redness, and prepares it for moisturiser.

VitaMan’s After Shave Balm has many great additional uses as it has wonderful healing ingredients to stimulate cell renewal. Use it to apply to minor burns, sunburn, rashes, insect bites, allergy rashes, waxed skin or after any laser treatment.

Step Six – HYDRATE

After the balm has been absorbed into your skin it is time to nourish and hydrate this new layer of skin. Leaving your skin dry and dehydrated will cause wrinkles. Applying a nutrient rich moisturiser to your entire face and neck will put back hydration to the skin.

VitaMan's Face Moisturiser has been specifically designed for men's skin and to hydrate after an exceptional shave. It penetrates quickly and doesn't leave a greasy film on the skin. Suited for all male skin types, and is concentrated so a small amount leaves your face looking refreshed and healthy with a matt finish.

Regular use will leave your skin feeling soft and smooth. By keeping your skin hydrated, morning and night, you will always have a better surface to shave.

After Shave Cologne can be sprayed or placed anywhere BUT NOT on the freshly shaved areas of the face or neck. Apply it on the chest, shoulders, back of neck but never on the face as it is full of alcohol and extremely drying to the skin.

RECAP

So your basic shaving skincare routine should be:

1. Analyse
2. Cleanse
3. Preparation - Oil
4. The Shave
 - Protection - Gel or Crème?
 - The Shave Itself
5. Calm - After Shave Balm
6. Hydrate - Face Moisturiser

HINTS AND TIPS

Can be found at our blog “Natural Born Groomers”

<http://magnetism.vitamanglobal.com>

VITAMAN

EXCEPTIONAL SHAVE PACK

After Shave Balm

Face Moisturiser

Shave Oil

Shave Gel [free]



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Born in Auckland, New Zealand. Glenn moved to Australia to begin studies in Naturopathy and Sports Therapy. For 10 years Glenn operated his own health center along with working with the Elite 'Olympic Athletes Program' in Queensland via The Qld Institute of Sport.

Glenn has a Diploma of Naturopathy, Diploma of Advertising & Marketing and a Diploma Clinical Nutrition & Chinese Medicine

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Clare was born in Brisbane, Queensland. Clare is a well known Make-Up Artist, Beauty Therapist, Hairdresser and international skincare lecturer with over 25 years of industry experience. Clare has lectured & demonstrated for major companies (Schwarzkoph, Goldwell, Joico, Redken, Artistry Cosmetics). Clare owned an operated NSW's first privately registered training organization (RTO-VETAB) in Beauty Therapy & Make Up Artistry.

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About VitaMan and VitaManGlobal.com

VitaMan – Natural Australian Magnetism – the leading producer of 31 unashamedly male grooming products that were created to increase the appeal of the uncompromising man. Positioned above the likes of Lab Series, Anthony Logistics, and American Crew, VitaMan have built a commanding reputation through preferred use as treatments in the top spas and resorts in 22 countries world wide.

VitaMan recently launched a revolutionary new website for men. The first online men's grooming store that really caters to men. It's truly an engaging shopping experience.

Hit enter and the doors slide open and you are drawn into the opulent and warm club room. In walks Nikki, your gorgeous online shopping valet who introduces herself while the first range of products materialise on the shelves. A full length LCD panel delivers all the navigation options like the product category menu, product information, your shopping cart and of course the simple and secure checkout.

Mouse over a product on the shelf and its details will appear on the LCD. When you like what you see, simply click and drag the product into Nikki's bag. Nikki's job is to make sure you have a memorable experience and she may well compliment you on your selection. Nikki has a range of outfits that she changes into for different categories, so be sure to checkout the full product range. You can choose to have Nikki be quiet, replace her with a bag on a pedestal, or enjoy her full commentary.

Experience it yourself now <https://www.VitaManGlobal.com>