



RED DANE®

BEARD PRODUCT GUIDE



*Essential Products
for Healthy Beard Growth*

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1. WHAT IS BEARD WASH

A beard wash is specifically designed to cleanse your beard and skin underneath, thoroughly without stripping it of its natural oils or drying it out. Some men think any shampoo will do, however most regular shampoos contain strong surfactants/detergents and unnecessary chemicals which are too strong for the beard. This can cause the hair to become brittle, increase beard dandruff and strip the skin of its natural oils (which is not ideal when trying to enhance healthy beard growth).

A good beard wash should be as close to natural as possible and include a range of beneficial ingredients that give back to the hair and skin in the form of vitamins & extracts that target specific beard and skin issues.

2. WHY YOU SHOULD USE A BEARD WASH

If you have a full-on beard, are growing out your beard or considering growing a beard, it is important to include a natural beard wash into your beard care routine. Unlike the hair on your head, beard hair is more susceptible to damage and requires a gentler approach to cleansing with more selective ingredients.

Beards require more moisture in order to look and feel optimal, so using a regular shampoo packed full of harsh detergents is going to lead to a dry and dull looking beard. Including a natural beard wash will ensure gentle cleansing is achieved without stripping the beard and skin of its natural oils.

Beard wash helps remove dirt, bacteria, and other environmental toxins out of the beard which collect during the day. Regularly washing your beard will ensure you're eliminating build up. The result is a soft and clean beard and skin that hasn't lost a lot of moisture.

PRO TIP

Always apply beard oil or beard butter post-shower to lock in moisture, help get rid of beard itch and reduce beard dandruff.

BEARD + FACE WASH

MOISTURIZING BEARD WASH

3. WHAT DOES A BEARD OIL DO?

As guys grow their beard they are likely to experience dryness, itchiness, flakiness and breakage, which is why they should use and apply beard oil regularly.

Using a beard oil encourages healthy beard growth and offers many benefits:

Softens The Beard

The primary function of a beard oil is to condition the beard hair, leaving it soft and less prickly. After one application of our Signature Beard Elixir, you will notice an immediate improvement in the way your beard feels.

Strengthens Hair, Preventing Breakage

Beard oil treats split ends and breakage by strengthening the hair shaft. Constant exposure to external elements and hot showers can leave the beard dry and brittle, so applying a beard oil with premium ingredients such as *marula* and *baobab* will help strengthen and protect hair.

Moisturizes + Protects Skin Beneath The Beard

Most bearded men notice dryness beneath the beard, it's an area that gets overlooked in terms of moisturizing. Applying a high quality beard oil will provide moisture to the skin and also protect the skin barrier.

Eliminates Beard Dandruff

Beard oil helps control and eliminate beard dandruff by keeping the skin and hair moisturized. After each shower, it's important to apply beard oil or beard butter to replace the natural oils lost when exposing it to warm water.

Promotes Healthy Beard Growth Conditions

The main reason men include beard oil in their grooming routine is to promote healthier beard growth. Regular use of a high quality BEARD OIL or BEARD BALM will ensure skin, follicles and beard the best shot at healthy growth. While you cannot speed up the process, you can improve the quality of beard hair from the start.

[SIGNATURE BEARD ELIXIR](#)

[REPLENISH BEARD OIL](#)

4. WHAT IS BEARD BUTTER?

Beard Butter is becoming more and more popular, and for good reason. Think of it as a hybrid between beard balm and beard oil. This is the most nourishing of beard products in terms of its ability to really hydrate beard hairs as well as skin. It also offers a light hold.

Beard butter is not as common as beard balm, but it's a unique and important product in the beard grooming routine world. A good beard butter consists primarily of butters, premium oils, botanicals & hydrating ingredients.

Beard butter is very different in terms of consistency to beard balm, with a more cream-like, lightweight look & feel, due to the absence of waxes.

Beard butter provides **conditioning** and **nourishing** benefits for the hair and skin underneath. Due to its spreadability, it's much easier to work through the beard and skin. Unlike a styling balm, a beard butter will only provide a very light hold and styling effect on the beard.

Beard butter can be applied daily and is a great option post shower to lock in moisture and prevent skin from drying out. A beard butter is a great option for **eliminating beard dandruff** and **getting rid of beard itch**.

Beard itch is extremely irritating and if not treated can lead to a range of skin issues. Regular use of a natural beard butter with premium ingredients can help get rid of beard itch, soothe and calm skin.

Our unique BEARD BUTTER **deeply hydrates & nourishes while giving a light hold**.

If you're wanting to keep beard dandruff under control, use a beard wash and follow with a beard butter to deeply hydrate and restore moisture in the skin.

BEARD BUTTER

5. BEARD BUTTER vs BEARD OIL

Beard Butter is the most versatile of beard products. It offers a lot of benefits from nourishing to styling and deep hydration. For those looking for a more lightweight product than beard balm, but with more shaping ability than a beard oil, beard butter is the way to go.

With a consistency somewhere between oil and balm, beard butter works to both soften your beard and act as an anti-itch product designed to be used once or twice a day to help you wear or grow your beard with ultimate comfort.

While you'll get more moisture with just oil, some men prefer to use butter only, because of its lightweight feel.

6. WHAT DOES A BEARD BALM DO?

Beard Balm is a staple product in many bearded men's grooming routines. Although not as common as beard oil, it offers many benefits.

Beard balm is sort of a half-styling, half-moisturizing product. In other words, it can help style your beard while also providing each strand with much-needed moisture.

Beard balm is considered a solid version of beard oil. How it differs from beard oil is the inclusion of butters and waxes which work together to help style the beard. A beard balm can be used by itself or in conjunction with a beard oil or beard butter, and is best applied into a dry beard or towel dried beard post shower.

Use Beard Balm To Style Your Beard

The main difference between beard oil and beard balm is that beard balm contains waxes and butters, resulting in a consistency change that allows you to style your beard. Most formulations contain beeswax, have a solid feel, and give medium to strong hold. Using a small amount of beard balm helps style your beard and manage stray flyaway hairs. Depending on the type of beard balm, the strength of hold will vary.

Softens Beard Hair

The butters, waxes and oils used in beard balm provide conditioning benefits to the beard, leaving the hair soft and providing a protective barrier.

Beard balm contains a range of quality botanical oils which work to soften the hair, while the butters and waxes nourish the hair throughout the day. Having these added ingredients compared to a beard oil will be **highly beneficial for men with coarse and brittle hair**. Continued use over time will result in your beard looking and feeling noticeably healthier and softer.

Strengthens Beard Hair

The benefits of beard balm ingredients are numerous, and largely depends on the types of waxes, butters and oils used in the formula. Our BEARD BALM contains many unique ingredients which make it the ultimate beard hair strengthener: Mango Seed Butter, Cocoa Butter + Mongongo, Marula, Yangu & Baobab oils.

Beard Balm Eliminates Dandruff

Beard balm is great at eliminating beard dandruff by protecting and softening the skin and hair; the waxes create a barrier which protects from the harsh elements (wind, sun, lack of humidity).

PRO TIP

For those struggling with beard dandruff, add a beard wash and beard butter to your routine alongside a beard balm.

Beard Balm Promotes Healthier Beard Growth

As per the benefits above, using beard balm leads to healthier beard growth. Although no beard care product can make your beard grow faster (or fix patchiness), regular beard balm or beard oil use (and beard care maintenance) results in healthier growing conditions and improves the overall quality of your beard.

Including a beard balm into your routine has so many great benefits which in turn helps promote healthier beard growth. Throughout all stages of your beard growth journey, you want to ensure you're protecting the hair and skin to avoid split ends and potential damage.

Does Beard Balm Make Beard Look Thicker?

Using a beard balm may not mean faster beard growth, however it will help add volume to your beard in turn making it look thicker. This does depend on a variety of factors such as beard hair type, amount of hair and how you style your beard.

BEARD BALM

7. WHAT IS BEARD WAX?

Beard wax is more about styling than it is about moisturizing, but many beard wax formulas out there do contain ingredients that provide a decent amount of moisture for one's beard. As the name implies, beard wax has a thick, waxy consistency that helps men style their beard very effectively. Men can apply some wax in the morning and know that the style will last all day long.

Beard wax is good for men who are trying to achieve a particular style with their beard. This product keeps facial hair in place very well. For gents trying to add texture or help their hairs go in a certain direction, beard wax is a great solution.

Our RED DANE Beard Wax contains premium ingredients that also provide decent moisture for the beard: Mango Butter, Coconut Oil, Shea Butter, Cacao Butter, Jojoba, Premium African Botanicals such as Mongongo, Moringa, Marula, Baobab.

Beard Wax is effectively "The Finishing Touch". Men can use beard oil, butter or balm before applying beard wax.

BEARD WAX