

The Bearded Bastard

Beard Balm Info Sheet

About Beard Balm

While most beard balms leave a greasy residue after use, The Bearded Bastard's expert blend of natural ingredients soften and condition the beard without a greasy feel while also allowing for control of the shape of the beard.

Pure plant oils like olive, safflower, corn, and jojoba have been used as natural moisturizers for thousands of years and will leave hair and skin feeling naturally soft. The added sealants of Beeswax, Shea butter, Cocoa butter, and Lanolin help seal in moisture to the hair for longer lasting hydration and scent.

Beard Balm Ingredients: Beeswax, Safflower seed oil, Fractionated Coconut oil, Corn oil, Rice Bran oil, Olive oil, Shea butter, Cocoa butter, Lanolin, Castor Oil, Broccoli Seed oil, Jojoba oil, natural fragrance oils.

May contain natural allergens. Customers should test in a small area first.

Who Should I Recommend Beard Balm To?

Seriously, any customer with a beard that is more than half an inch thick will love this stuff. An ideal customer is someone who has very coarse and unmanageable hair or works outside a lot. Beard balm can help them tame the flyaways, moisturize the hair, and hold up to the outside elements longer than beard oil so they don't have to reapply as much.

Beard balm works as a natural moisturizer to tame unruly facial hair and soften the skin underneath. Customers who complain of itchy facial hair, or unruly hair should definitely be recommended beard balm as a remedy. Significant others who are tired of scratchy facial hair will also be delighted by the improved beard quality and delightful scent.



Key Takeaways:

- Sealants like Beeswax, Shea Butter, Cocoa Butter and Lanolin help seal in moisture and scent
- Best for short to long beards
- Adds control to unruly beards and flyaways

What Makes Beard Balm Unique?

Beard balms have started gaining in popularity as consumers rediscover the wonders of natural moisturizers and the added benefit of being able to shape your beard. But not all beard balms are created equal. Most beard balms use limited plant-based moisturizers to condition the facial hair. The Bearded Bastard on the other hand layers multiple natural oils to soften beard, tame unruly ends, and seal the moisture in the hair. Beard balm is also wonderful for those who need help taming the wily hairs on the chin without having to use products full of chemicals or synthetics.

How To Apply Beard Balm

To apply beard balm, scoop out a dollop of balm and work between your fingers and in your palms. Apply to your beard being sure to dig deep; all the way to the hair follicles. Wash or dry off excess oil left on hands.

For optimal results, it's best to apply after a warm shower, but wetting and patting your beard dry will work in a pinch.

Our Scent Descriptions

Woodsman - A delightfully woody scent to it that will have you looking for your axe, putting on your flannel shirt, and getting ready to do some manly things indeed. counting on just to take in the fine woody scent of your magnificent and full facial hair.

Morocco - You will almost find yourself taking a magic carpet ride to a Moroccan market , an exotic blend of essential oils and extracts - peppermint, cloves, Madagascar vanilla, Colombian coffee, and precious resins.

Simply Vanilla - Long prized for its flavor and scent, Simply Vanilla is a minimalist tribute to one of the finest ingredients in the world.

Opium Den - Delightfully intoxicating, our Opium Den fragrance is as inviting as an Eastern market, yet laced with the dark richness of fine tobacco and smoldering resins. Cloves, vanilla, and coffee all enhance the experience to carry you to a place exotic and enchanting, yet tinged with a sense of danger and warning.

Barbershop - Designed specifically to evoke that 1950's Barbershop smell, to those good old days with hints of calendula, eucalyptus, lavender, bay rum aftershave, and tobacco. This oil will definitely take you back in time.

About The Bearded Bastard

The Bearded Bastard makes fine grooming goods for rugged use. Unsatisfied with other companies' offerings, we wanted to make styling and skincare products that could stand up to rough daily use and still leave you looking and smelling like a man. All of our products are handmade with real wood labels in Austin, Texas from the highest quality natural ingredients, and come in a range of adventurous scents.

Fans of beard oil can go to **www.thebeardedbastard.com** to buy beard oil in all our signature scents, view our other all-natural grooming products, and sign up for our weekly newsletter.