

## The BodyTools BluePrint for: The Perfect Shave.

For thousands of years men have asked themselves the same question! To Shave or Not to Shave? A man can expect to spend almost 3500 hours in his lifetime removing over 28 feet of beard. For many men taking the day off from shaving on the weekends is seen as a luxury but - - shaving does not have to be a chore!

So if you are dissatisfied by the results of your shaving and especially by the state of your skin - after shaving-you came to the right place. Follow this simple Regimen to get: The Perfect Shave!

### **Step #1: Wet Shaving.**

Electric shaving is harsher on the skin because it requires the hairs to be dry and brittle to get a close shave. The electric shaving process also strips the skin of its natural oils, especially when pre-shave lotions are used since these contain alcohol and other astringent (drying) agents).

*So for a closer and more comfortable shave move to WET SHAVING!*

### **Step #2: There is no substitute for warm water and a good blade.**

There is no substitute for warm water and a good blade. The key element to a comfortable close shave is making sure your skin and beard have been softened up before you start to shave. So give your face lots of warm water or steam. This softens the bristles and opens up the pores on the skin. (If the water is too hot it will dry out your skin.) The tensile strength of saturated hair is about 1/2 to 1/3 that of dry hair-a factor that contributes to a more comfortable shave-and makes it 70% easier to cut. The best time to shave is right after a shower or bath, which will prepare the face for a much less painful, and much closer shave. This will also help promote a longer razor life.

The brand name of the blade is far less important than the state it is in. A blunt blade will do nothing for you at all. You will not get a close shave and you will end up with redness and blotches on your face and neck. As soon as you feel a blade is not performing properly, replace it. Remember, the state of your blade is far more important to getting a good close shave and leaving your skin feeling and looking great than the cost of the razor.

*A good rule of thumb: use a new blade every week.*

### **Step #3: Use the Proper shave preparation and apply it correctly.**

Look at what is in the products; are all the ingredients really useful, helpful and good for you? An optimum choice is to use products with gentle cleansers and other ingredients that will keep the skin moist and soft while promoting moisture retention. Since lather is created by surfactants (detergents), the more lather that's in a product the more it will dry out your skin. Thus lather is irrelevant--a lot of foam does not mean a better shave. And since shaving itself dries out the skin, you don't want to make the problem worse.

Ensure that a thin layer of your shave preparation is thoroughly massaged into the beard in an even pattern. This will help keep the moisture on the skin and in the beard. If possible leave the shave cream on a minute before you begin to shave. You also want to be able to see what you are doing. If the shave cream is too thick the razor will skip and jump over spots.

### **Step #4: Use the proper shaving method.**

Shave using short strokes and rinse the blade often in hot water. Be careful not to press too hard, especially around the neck. To get a very close shave, carefully re-shave your beard again the grain. You may need to re-apply shave cream before doing this.

*Rinse face thoroughly after shaving with some cooler water.*

### **Step # 5: Heal and Protect!**

Always end your shave with an after shave balm to re-moisturize, heal and protect the skin. Remember: what you have just done is to scrape away layers of the skin, dead cells and natural oils from the skins' surface. Analysis of shaving debris shows almost as much skin as hair. So there is a real need to re-moisturize and heal the skin. Also, your face is one of the parts of your body that gets constant exposure to UV radiation from the sun.

So find a good after-shave moisturizer that can also soothe, heal and protect your face from the daily impact of dirt grime and the elements. It should contain potent anti-inflammatory ingredients such as acetylsalicylic acid (stabilized aspirin) for irritated skin that is able to alleviate the redness and razor bumps/burn. And look for at least an SPF 15 product that also provides complete UVA/UVB protection.

**BodyTools**   
BLUE PRINTS



 For The  
Perfect Shave

# blue print

FOR THE PERFECT SHAVE

## Morning Regimen

### Morning Regimen for Shaving

 **BodyTools Face Cleanser**  
before shaving

 **BodyTools Shave Cream**  
after showing

 **BodyTools Skin Recovery Toner**  
following shaving

 **BodyTools Repair and Protect**  
following toner

Or

 **BodyTools Face Guard**  
following toner

Or

 **BodyTools Citrus Body Armor**  
following toner

 **BodyTools Moisturizing Face Cleanser**  
before shaving  
*8 oz black bottle*

- Gentle, non-irritating cleansers
- Macadamia, Jojoba, & Kukui Nut natural oils
- Moisturizing formula

 **BodyTools Shave Cream**  
after showering  
*4 oz black tube, 6 oz jar, 16 oz pump bottle*

- Gentle, water-soluble cleansers
- Glycerin, Lanolin, and Natural Oils moisten the skin and beard, reducing friction and irritation giving you a close shave
- Tea Tree Oil and Aloe soothe and heal your skin

 **BodyTools Skin Recovery Toner**  
following shaving  
*4 oz soft touch bottle*

- Glycerin to help maintain the skin's natural balance
- Allantoin for its ant-irritant properties

 **BodyTools SPF 15 After Shave**  
**Repair and Protect-**  
following toner  
*4 oz black tube, 16 oz pump bottle*

- A great moisturizer. Contains anti-inflammatory stabilized aspirin (Acetylsalicylic Acid) for alleviating redness, razor bumps and burn
- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- A high concentration of Tea Tree Oil (3%) helps prevent Acne
- SPF 15 Formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing and skin cancer

Or

 **BodyTools SPF 15 Face Guard After Shave**  
following toner  
*4 oz black tube*

- An oil free, fragrance free, water resistant moisturizer.
- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- SPF 15 formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing and skin cancers

Or

 **BodyTools Citrus Body Armor**  
following toner  
*8 oz black bottle*

- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- SPF 15 Formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing, and skin cancers
- Our richest, creamiest lotion with a combination of natural oils of Macadamia Nut, Jojoba and Kukui Nut