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GROOMING

THE ART

OF SHAVING



OF SHAVING

IN THIS ISSUE, WE DEDICATE OUR CHAT TO ALL OF YOU WHO STRUGGLE WITH THE CORNERSTONE OF MALE GROOMING: THE ART OF THE SHAVE.

MAKE NO MISTAKE...
SHAVING IS AN ART. 'HOW TO SHAVE' IS THE SINGLE BIGGEST TOPIC THAT WE ADDRESS, AND ON WHICH WE EDUCATE. FOR PROFESSIONALS AND CLIENTS ALIKE.

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MOST GUYS WILL CREDIT THEIR FATHER'S 'WISDOM' AS THE MODEL BY WHICH THEY LEARNED TO SHAVE. WE MIMICKED WHAT WE WITNESSED - TOSSED INTO THE BATHROOM, STARING AT OURSELVES IN THE MIRROR WITH A DISPOSABLE RAZOR IN ONE HAND AND A CAN OF SHAVING FOAM IN THE OTHER.



THE SHAVING OF THE FACE IS A UNIFYING PRACTICE FOR MEN THE WORLD OVER.

IT'S A RITE OF PASSAGE. HERALDING THE ARRIVAL OF MANHOOD, IT ALSO SIGNIFIES THE BEGINNING OF THE GREATEST ASSAULT ON THE SKIN. MEN ARE CONSTANTLY BOMBARDED WITH PRODUCTS AND PROMISES, AND A PLETHORA OF WEAPONS OF MASS DESTRUCTION, YET THERE IS SO LITTLE INFORMATION AS TO HOW ONE MASTERS THIS SKILL.

When we emerged, sliced and diced, with wads of tissue stuck on our burning and bleeding skin, dad would chortle, slap us on the back and say, "Welcome to Manhood!" While some may have slightly tweaked this approach, many guys still shave that way.

Forget what you think you know. This is your Master Class. This will be the manual you carefully 'shave' out of the

magazine, plaster on the fridge, and keep close at hand.

The Brotherhood of Shavers is as diverse as the world itself. Regardless of age and race, most daily shavers encounter three main issues: Discomfort or pain when shaving, razor burn/bumps and in-grown hairs. A precious few experience none, while most suffer from a combination—or all—of these side effects.

Q: *Should I shave in the morning or at night? Where should I shave?*

A: Morning or night is of little importance. It does matter where you shave, however. In the shower or at the sink, immediately after you wash. Before your shower is no longer allowed. For everyone. Period.

Q: *How do I shave properly?*

A: By following our fail-proof instructions!

**Prepare for Battle:****Dermalogica Daily Clean Scrub** (www.dermalogica.com)

This is THE cleanser for daily shavers. A two-in-one that we fully support due to its gentle, but thorough, cleansing and its micro-fine silica beads that do double duty as exfoliants and oil wranglers. The inclusion of antiseptic tea tree and soothing eucalyptus oils begin to calm the skin before you wage war with whiskers. Unlike anything we've seen, this cleanser delivers.

Grooming Lounge Beard Master Shave Oil (www.groominglounge.com)

The Grooming Lounge—a guy's must-visit site—has created a shave oil that is without rival. Combining outstanding botanicals and essential oils with soothing and nourishing almond oil, this luscious cocktail is slick and rich without feeling greasy. It can be used alone or layered with a shaving cream to give you the smoothest, closest shave of your life. Oil is not a dirty word.

1. SKIN PREP

EVERY GUY (ISSUES OR NOT) NEEDS TO PREPARE HIS FACE FOR BATTLE.

A) NORMAL, NORMAL/DRY, NORMAL/OILY SKINS, WITH & WITHOUT MILD BREAKOUTS:

Wash and Exfoliate: Your mug is the final thing you want to wash and exfoliate before your shower's conclusion. Your skin has been warmed and moistened during the shower. Skin has been softened, pores are open and your beard hairs have been plumped-up with moisture. Now is the time to cleanse and scrub.

By 'scrub' we don't mean pasty concoctions of seeds, shells, nuts or boulders – these are too aggressive. They scratch the skin more than they exfoliate. Look for an exfoliant that has the texture of fine sand. While we generally don't recommend two-in-one anything, Dermalogica's Daily Clean Scrub is brilliant at doing a gentle, thorough cleanse, with the perfect grit for pre-shave exfoliation.

You need to feel an exfoliant before you buy it. Hit a professional skin centre or somewhere where testers are available. Once you've found the right texture, grab it. If it isn't a cleanser/exfoliant combo, save time by dosing out the recommended amount in your hand and mix it with your usual dose of cleanser. Wash as usual, in gentle circular motions (fingertips only) over non-bearded areas, focusing on areas of excess oil production. Use more pressure on bearded areas, still using fingers/circles. Rinse well.

B) DRY, SENSITIVE/SENSITIZED, ACNEIC SKINS, OR THOSE WITH NUMEROUS BREAKOUTS:

Scrubs are out for you guys. Across the board. Any abrasives will irritate dry and/or already sensitive skins and can spread acne and breakouts. Instead, dry/sensitive skinned dudes, look for enzymatic exfoliants (you won't be exfoliating everyday) and, for acneic and breakout prone guys, look for cleansers with glycolic acid or salicylic acid bases which exfoliate without grit. Find these types of products by seeing a skin therapist at a local—reputable—skin care centre/spa or aesthetician. Embrace your uniqueness!

For truly acneic and heavily breakout prone guys, shaving is something you should avoid until your lesions are KO'd. Instead, embrace your scruff and use a beard trimmer to keep your facial hair looking trimmed and sharp!

2. SHAVE PREP

EVERY GUY (ISSUES OR NOT) NEEDS GROUND-COVER BEFORE HE MOWS HIS MUG.

A) ALL BEARDS, ALL SKINS:

Pre-Shave Oil: These oils provide an invisible layer of cushioning and slickness. Some oils are (go figure!) oil-based (Oil is not a dirty word in-and-of-itself. It's the type of oil that's important!). e-shave, a brilliant line out of NYC uses sweet

almond, olive, peanut and grapeseed oils to achieve the perfect blend of skin conditioning (not clogging) agents. Dermalogica uses natural silicones instead of oils for exceptional cushioning and slickness. For some, a good Pre-Shave Oil is all they need. You can see where you're going, and the slickness is enough to execute a pain-free, super-close shave. Most of us, however, will need to use it as a base layer for protection. You won't blitz through these oils. Usually a few drops are the dose!

Shave Mediums: Rich, cream-like mediums are ideal for everyone. Guys with fine to medium hairs can use their fingers to massage the product into the beard. The cream will almost disappear, leaving

a thin, slick residue. You don't need a lot. Re-moistening the areas with water will slick it back up. Less is more!

Gents with denser, coarser or longer bristles might want to opt for a badger hair shaving brush. Very vintage, these dapper tools actually serve an important role. The bristles physically lift the hair and exfoliate the under-brush, while ensuring that the skin beneath is properly lubed. Badger brushes range widely in price. In this case, spend as much as possible. Higher prices denote the quality of hair being used in the brush. A superior quality brush—when properly cared for—can last you 15 to 20 years. Avoid synthetic brushes, they just ain't worth it.



Choose your Weapons:

Safety Razor: Like learning to handle a sword, so too must you learn the ways of this force. Safer than a straight razor, aptly named Safety Razors will give you the closest shave you've ever had. They're also sexy as hell! Practice definitely makes perfect.

eShave Badger Brush (www.eshave.com): An indispensable aide for those with denser foliage: A badger brush physically whisks the coarsest of scruff away from the skin, exfoliates around the hair follicle and lets your chosen blade mow them suckers down with minimal irritation. And, for the modern dude, it's sophistication to the power of 100.

Charge!

Dermalogica Soothing Shave Cream (www.dermalogica.com): Dermalogica's Shave line is revolutionary. The incredibly succinct line of eight products is designed for the every-guy with special attention given to those with specific shaving issues. The Soothing Shave Cream is jammed with botanical extracts and essential oils that calm and nourish the skin during battle. Surprisingly slick for the light texture, it's a great choice for those who suffer from razor burn.

eShave Cream (www.eshave.com): Numerous awards have been bestowed upon eShave's huge line of shaving products, but stand-outs in the crowd are their shaving creams. Available in eight different formulations to suit any skin, the creams are silky, slick and perfect for dipping your badger brush into. For those that love a good lather, look no further!

3. THE SHAVE CHOOSE YOUR WEAPON!

Disposable? Cartridge? Safety? Straight-razor? While nothing gets a closer shave than a classic straight-razor or similar 'Safety Razor', both require time and education to master. Visiting an old-school barber or grooming specialist can teach you the ways of the force. The road

is long, but for those who dare to traverse its bumpy (and bloody) course, the results are unmatched. For the rest of us, a modern cartridge blade is the way to go.

Take heed: No more than three blades! DO NOT BE FOOLED by the newer four, five or 42-blade incarnations. They are unjust punishment for a face that has done nothing to deserve such cruelty, save for incorrect battle preparation.

No man shaves with a single pass over an area. It's usually two, and more often

(unnecessarily) three or more.

Using a three-blade cartridge, three times over one area equals nine blades passing over skin that was damaged by the first pass. That's six blades too many. Do the math with a five-blade cartridge. "It doesn't hurt as much!" or "I only go over an area once!" We're guys too. We hear your pleas and excuses. We can also read your skins... stop preaching to the choir and just follow our lead:

Prep your skin, pre-shave prep, three blades, and then... Charge!

Grope your scruff! Become intimate with the direction of your hair growth. For most, from cheeks to jaw-line hair grows downward. Lift your chin, tilt your head a bit to the side and gently pull the skin on your throat downward. This creates the tautest skin possible. Starting at the outermost edge of your face and in one fluid motion, bring the blade down to the jawline using light to medium pressure. You don't need to re-shave the same pass. Rinse the blade under hot running water. Repeat until you're at the nasal edge of the cheek. Now do the other side, same procedure.

Next, neck up to jawline. Usually the hair starts growing upward. Often, a spiral (or cowlick) is also present.

Ignore that for now. Lift, tilt, tauten and, again, starting near the ears, shave in single passes upward until you reach the goatee area, rinsing after each pass.

Re-moisten the entire shave area to slick it all back up. Now upper lip. Draw your top lip down, stretching and tightening it. Shave down again, from nostril to lip, outer to middle in two swipes. Rinse blade. Repeat.

Then, lastly, lower lip and the chin. This usually grows down. Curl your bottom lip over your bottom teeth and, again, lift your chin, gently pulling the skin downward. Single, short, even strokes in the same direction as growth.

Part one is complete, re-moisten again. If patches are dry or no longer slick, add a touch more product, but just enough to slicken it again. Following the direction of the hair, feel for patches that may have been missed, particularly under the nose, and on the throat. If all looks/feels good, stop here.

If you feel any stubble, or are the type of guy who always shaves against the grain, don't shave against the grain! Instead of going dead against the growth, come at it diagonally. This prevents tearing, blunting or ripping out the hair and leaves an unperceivable point—generally enough to prevent an in-grown.

Give your face a quick splash with lukewarm water, then cold. Ta-dah!!



At-Ease, Soldier!

Dermalogica Post-Shave Balm

(www.dermalogica.com)

Your jets will cool when this velvety brew (of which 99% of you need) melts into your battle-worn skin. A sample of its riches: Salicylic acid, derived from Willow Bark, prevents a log-jam of dead cells and promotes skin's moisture retention, Horse Chestnut extract conditions and smoothes, caffeine—a natural anti-inflammatory—quickly calms irritation and biotin, a co-enzyme that plays a role in cell renewal.

Grooming Lounge Barc Bump Down

(www.groominglounge.com)

This very light lotion was originally designed for men of colour to assist in their very real battle with in-grown hairs and, often acute, folliculitis. Turns out, this bad-boy is a bottle of whoop-ass for anyone who deals with more aggressive razor burn and in-grows. It's a potent elixir comprised of glycolic acid, fatty-acids, vitamin A, chamomile and the tried-and-true antibacterial agent, Triclosan.



4. POST-SHAVE AS IMPORTANT AS THE PRE- SHAVE PREP, POST-SHAVE IS THE PRE-EMPTIVE STRIKE.

ALL BEARDS, ALL SKINS:

1. Post-Shave Balm: A Post-Shave Balm does a few very important things. It works as a mild astringent to ensure pores are clean and closed, has mild antibacterial properties preventing anything that may have moved from point A to point B, soothes any irritation and rehydrates, aiding the healing process and going a long way to prevent in-grows. Smooth it on after the cold water splash.

2. Moisturizer: Like any skin care regimen, finishing with an appropriate moisturizer is key. This continues to calm and soothe, repair and nourish your shredded manliness. Check with a skin therapist/aesthetician for your appropriate moisturizer and other skin needs.

There you have it. The Perfect Shave. Put it into play and we guarantee—within seven days—you'll be a changed man.