

q grooming: THE MILKMAN WAY

The Ideal Morning Routine for Men with Beards By Ben de Campo Co-founder and MD of Milkman Grooming Co. To all the beardsmen out there, there is an ideal morning routine for you and this is it

Step 1: Shower

A shower in the morning is the best way to fully transition out of the dream state and into reality.

Step 2: Beard wash

Once you're in there you might as well wash something and don't forget your face. Your face is what people are going to see and your body is what people are going to smell so you need to make them look and smell respectable. Washing your beard not only cleanses it and fragrances it, but also assists in the styling and shaping process. After liberally applying a beard wash be sure to use a comb and begin the detangling process. Combing your beard now will assist in lengthening out the hair follicles giving your beard a longer, straighter appearance. Combing also helps exfoliate the skin under your hairs and helps remove loose hairs. While washing daily is ok, you can get away with washing it 2-3 times a week.

Step 3: Beard Scaping

Bigger does not necessarily mean better. Cleaning up your cheeks and the neckline is an important step in making your beard appear thicker. If you are going to use a razor to clean up your face then make sure you are using a clear shave gel. An added bonus is that you don't need to rinse your face after you shave it, you can just wipe away excess product with a clean towel. The mornings are already rushed as it is so greater visibility means less time in the bathroom.

Step 4: Beard Trimming

The best way to keep your ideal beard shape is with regular trimming. This process may only involve cutting or removing a few hairs at a time, but doing small snips here and there is a lot easier than doing a monthly prune and it is a lot harder to restore shape.

Step 5: Nourishing

Using beard oils and balms is essential for optimum beard health. Some guys will only use beard oils or balms when their beard is feeling itchy. If your beard is getting to the itchy stage then your hair is brittle and your skin is dry. Don't treat your beard oils as a solution to a problem but as part of a daily process which will ensure your beard and skin are never irritated and are looking sharp.

Step 6: Combing & Brushing

So you are clean, oiled and ready for styling. This step is important as it will give you beard shape, body and hopefully a style that will last all day. Running a comb through your beard is a great way to ensure you haven't got any more tangles left in your beard and also getting your boys back in line post-oil. A boar hair bristle brush will cement this process and make sure that your hair is trained in an ideal direction as well as assisting in exfoliating the skin.

You can win a Beardsman pack from Milkman Grooming Co - perfect to jumpstart your morning routine! Email getfree@qmagazine.com.au with **MILKMAN** in the subject line to win.

Prize comprises Milkman Grooming Co's:

Clear Shave Gel RRP \$25.00:

King of Woods 2 in 1 Shampoo & Conditioner RRP \$24

Beard Comb \$11

Beard Candy Beard Balm \$34.00

King of Woods Beard Oil \$32.00

Total prize: \$126.00

Stockists: <https://www.milkmanaustralia.com> | Shaver Shop instore and online <https://www.shavershop.com.au> | Social Media: @milkmanaustralia #freshbetweentheears #milkman #cleanerclosercooler @shavershopau #shavershop

