



Growing a wholesome beard takes time and dedication. In addition to using products on a daily basis, we decode steps to assist you in growing the most epic mane possible.

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# Gentlemen's DIARY

**A**ll rise as it's that time of the year when you need to put aside your razors and step up your mane game like a man. It's all about growing out your facial hair for a good cause. Of course, it's not always easy to grow and maintain facial hair, and if you only keep a beard one month out of the year, you might not have mastered beard maintenance, yet.

**THE CONCEPT**

The goal of *No-Shave November* is to grow awareness by embracing our hair, which many cancer patients lose, and letting it grow wild and free. Donate the money you typically spend on shaving and grooming to educate people about cancer prevention, save lives, and aid those fighting the battle.

**THE GUIDELINES**

- The goal is to start the month of November with a clean, shaved face. So, a few days before the 1st, grab your grooming tools and get to work.
- It wouldn't be much of a challenge if you could shave as you see fit throughout the month, now would it? You need to be ready to ditch your razor for the full month, and yes, that includes any sort of touching up.
- If you work in a strict corporate setting, no need to fret. You may not be able to show up to the office looking totally disheveled, but that doesn't mean you need to shave. Instead, you can keep your facial hair neatly trimmed.

**ACING THE TREND**

Nowadays, celebrities too adorn the suave bearded look to support the #NoShave November cause. If you'd like to get on board with this worthy cause but aren't sure how to keep those whiskers from going wild, check out our grooming tips for your beard:

**KNOW WHAT SUITS YOU**

Like a piece of clothing, a



**“Intake a nutrient rich diet to ensure that you are getting all the essential vitamins for healthy facial hair.”**

beard should be in-tune with its surrounding environment. Even though you are doing it for a cause, it is important to follow suit in style and choose a final style that complements your face shape. Your beard will look better, and so will you.

**WISHY – WASHY**

This one might seem like a no-brainer, but washing your beard is important for getting unwanted germs out. With

pollution levels rising to an all-time high in some Indian cities, the likelihood of your facial scruff acquiring some of those toxins, dust and dirt particles are pretty high. Use a mild shampoo, an exfoliator or even a beard wash to remove dead skin cells. Rinse thoroughly and apply a conditioner to moisturise. Conditioner is important because the first few weeks of growing your beard can be especially itchy.

**OIL IT UP**

I know, this might seem like a bad idea, given the fact that most men try to keep oil off their face most of the time. But in reality the right oil for your beard might do wonders for your mane. Applied to your jaw rather than your forehead, a beard oil softens the bristles and hydrates the skin beneath, while leaving the whole lot smelling fresh. It's not to be confused with beard balm, though, which is a styling aid.

**TAMING THE WILD ONES**

Just as haircuts are important, so is the need to properly take care of the length of your beard. If you are into the wild and natural look its great, but if you are looking for that extra oomph then here's what you need to do —use a beard comb to coach everything into place, including the mustache. Snip any strays that stand out or hang over the lip. Always trim your beard when it's dry, since this is how it's going to look when you wear it out in the world.

**NUTRITION IS KEY**

If you've ever heard the saying "you are what you eat", then you probably already know that your diet can have significant impacts on your body. However, those impacts may be more far-reaching than you'd think.

Make sure your diet is nutrient rich to ensure that your body is getting all the essential vitamins and nutritional support for healthy facial hair. Vitamin A and Beta A Carotene assist in maintaining and repairing skin tissues, allowing for better hair growth. Vitamins C and E encourage sebum production, which is a natural oil that we produce to lubricate and moisturise the hair. Protein consumption is key to bettering your beard. Vitamins B6, B12 and Biotin promote the growth of new skin cells and hair.

These vitamins also reduce stress, which in turn prevent hair loss. Omega-3 fatty acids are essential for overall growth, including facial hair. They offer protection for cell membranes to help avoid any beard dryness or brittleness.

**BARBER KNOWS BEST**

If you're new to the world of beards, it's tough to know exactly what you're supposed to do with it, and it's easy to get it wrong.

To avoid bearded goof-ups, get yours shaped by a professional every once in a while, as they can often see bits you can't, and then keep it up in between visits.