

the
**SCOTCH
PORTER**

Manual

SUMMER 2016
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THANKS!

Greetings,

Thank you for supporting the SCOTCH PORTER movement. You could have shopped anywhere else in the world, but you're here with us. We hope we've taken your undeniable style to the next level.

MORE THAN JUST A BRAND, IT'S A CALL TO ACTION.

Scotch Porter is more than just a brand; it's a call to action. When Calvin Quallis left the comfort of his cushy desk job last year to pursue his dream of creating the ultimate men's grooming line, he did so with the intent of making the most stylishly accessible products in the game.

Scotch Porter is for the modern day man who wants to look his best at all times. Your first impression is your last impression, and while you rock your distressed denim, cashmere sweater and leather bag or even your suit and tie, we've got you covered on the rest. From head to toe.

We have developed a line that takes your style to the next level, and as the saying goes, when you're looking good you're feeling good. All natural and full of good intentions, Scotch Porter is a high end line for wallets of any size.

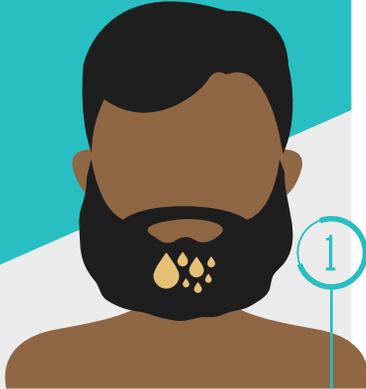
Thank you for rocking with us.
You have impeccable taste.



SHARE FLICKS OF YOUR PURCHASE
@SCOTCHPORTER #SCOTCHPORTER

HOW TO USE SCOTCH PORTER

a *comprehensive* step by step guide



GET THAT BEARD SO FRESH AND SO CLEAN

Apply our Moisturizing Beard Wash to your wet beard. Gently massage it in, like you do when you rub your chin in deep thought. Rinse it well with warm water. Don't stop until the suds have left your face.

PRO TIP: Only wash your beard with sulfate-free shampoo or wash, since shampoos with sulfates are a follicle menace and leave your beard coarse, dry and frizzy. If your beard is already as coarse and dry as sandpaper, limit your washes to no more than once per week or else you'll rob your beard of moisture, and that's unkind. If you're a fine or oily-haired gent, wash your beard no more than once every 5 days, or else it will look very sad and straggly. Men of all hair types: feel free to condition your beards up to three times per week, in place of shampooing it often.

2 TIME FOR YOUR BEARD TO GET IN MINT CONDITION

Work our Hydrate & Nourish Beard Conditioner into your beard thoroughly, paying special attention to the ends of your beard. Leave it in your beard for 2 - 5 minutes. Maybe check some emails, Tweet, and scroll through our Instagram. Then rinse.

PRO TIP: After rinsing the conditioner from your beard, partially dry it. Here's how:

1. Squeeze excess water from your beard.
2. Use an old cotton t-shirt (perhaps something your ex left behind) or microfiber cloth and squeeze firmly and gently (don't rub!) to remove excess water.
- OR 3. Use lint-free paper towels to get the job done. Just remember to make them lint-free. A face full of white fuzz is not a good look, unless your beard is actually white. NEVER dry your beard with a towel. EVER. The rough surfaces of bath towels snag beard hair and cause unnecessary frizz. Why would you voluntarily do that to yourself?

3 BRING ON THE BALM

Massage a dime (small beards) to quarter sized (big beards) amount of our Scotch Porter Beard Balm into your beard thoroughly.

PRO TIP: Getting the right amount of product on your beard takes some time. Be patient, grasshopper. You can determine the exact amount for your beard's texture and length as you go along. These are merely starting points.



4

SWAG THE BEARD

Comb and brush your beard into your desired style with one of our awesome combs and brushes, making sure your beard style reflects who you are and what you came to do. Remember: your beard is a reflection of yourself, so make it count.

PRO TIP: A really great comb and brush is necessary to maintain your beard properly. Those cheap plastic combs they hand out in holiday gift bags can snag your beard hair, causing breakage and hair loss. You don't need that negativity in your life. Also, avoid combing your beard aggressively or fast. It's cool that you're such a tough guy, but being gentle to your beard is the way to go. It's important to comb it from top to bottom and from side to the center, since this helps tame your hair to grow in a desired direction. Follow up by brushing your beard with a hairbrush (again, top to bottom and side to center). A Boar's Hair Brush is recommended, as the power of the boar ignites your own natural hair oils to keep your beard shiny, healthy, and clean. We have a few to suggest: Scotch Porter Pocket and Large Beard Combs and Boar's Hair Brushes.



5

SEAL THE DEAL

After styling, apply one pump or less (short beards) or two pumps (long, dense beards) of our Scotch Porter Smoothing Beard Serum to your dry beard. Smooth it out with your hands.

PRO TIP: The key to a well moisturized, shiny and frizz-free beard all day everyday is to lock in that moisture and smooth the hair cuticles down. While every point in the SP Grooming Process is vital, the serum is the real MVP since it keeps your beard in check throughout the day. Protection is the priority.

HEADS OF HAIR,

we haven't forgotten you...

Key: Massage a dime to quarter-sized amount of Scotch Porter Hair Balm into your damp hair and scalp. Comb and/or brush your hair in your desired style. Boom.

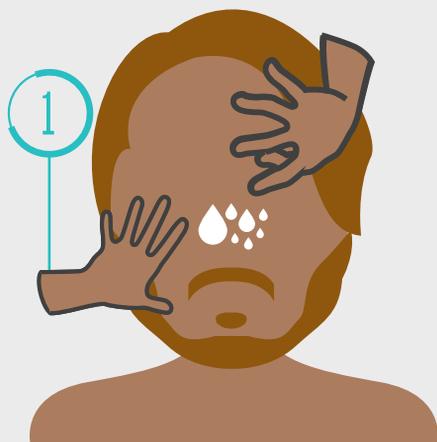
YOU'RE NOW READY TO TAKE ON THE WORLD.



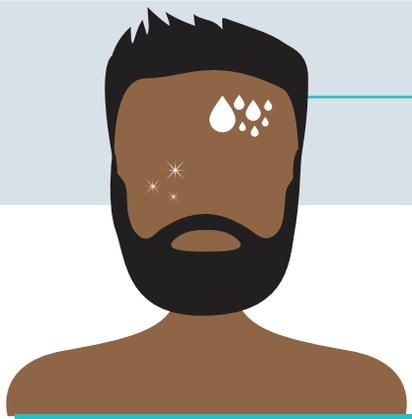
POLITELY DECLINE THE FOAM PARTY INVITE

Massage a small amount of our Charcoal & Licorice Restoring Face Wash over wet face and neck. Rinse with warm water.

PRO TIP: A quality face washing session doesn't always require rabid animal-level foaming to really cleanse. Some face wash products give you the illusion of cleansing with an unnecessary level of foam, but many of those foaming agents and ingredients strip your skin of natural oils leaving it looking dry and dull—like the day after a Foam Party. This especially applies to individuals with dry, oily or acne prone skin. Water is a key component to your morning regimen, both inside and out. For a quick burst of energy, a good splash of cold water before washing your face will get your blood flowing and give you a quick boost of circulation, helping your complexion and skin to look its most fresh.



Further, drinking a glass of water (preferably spring water) every morning, with a total of six to eight glasses everyday is one of the best habits you can create for yourself. Healthy, moisturized skin requires a dedication to the practice of hydration. If not, your skin will give you the side eye (as best as skin can).



2

DEFENSE! DEFENSE!

Massage a small amount of Charcoal & Licorice Moisture Defense Face Lotion over your face after cleansing.

PRO TIP: Applying a daily moisturizer twice daily after cleansing is essential. Think we're kidding? Try wearing a pair of leather shoes for a while without conditioning them, and you'll see all of those cracks, crevices, general wear and aging over time. If that happens to even the toughest of tanned cowhide, imagine your face? Your skin is much less resilient and requires care and protection to remain fresh in appearance. Apply Face Lotion while your skin is still slightly damp to seal in moisture (two to three minutes after washing, no longer).

A really good moisturizer will leave your skin feeling smooth and soft without feeling oily and heavy. It will also help to control shine from oily areas of the skin.

LEARN MORE

scotchporter.com/care-101

WHAT'S
YOUR
HAIR LIKE?

HAIR TYPES



1

COARSE

Sure, coarse hair feels like a problem at times, but it can be the perfect texture—as it can hold various style choices. This hair and beard type requires daily maintenance and a grooming regimen that provides regular moisture and nourishment. Coarse hair requires conditioning three times per week (yes, your beard too), with lots of moisture and a silicone-free product to seal in moisture.

4

STRAIGHT AND SLIGHTLY FULL

This beard and hair type is relatively easy to manage and care for. Weekly washing, conditioning, and the occasional use of a quality moisturizer and styling product will have this hair and beard type looking great.

2

DRY, SLIGHTLY TANGLED AND FULL

This beard and hair type can sometimes be a challenge to manage, but when groomed, its natural luster can be amazing. Maintenance requirement: deep conditioning twice a week and daily moisture.

3

CURLY AND FULL

It's tough sometimes for curly and full hair to achieve that defined curl pattern. This beard and hair type requires a daily combination of regular combing and brushing (once again, SP *nudge*), plus weekly conditioning and daily moisture.

5

FRIZZY WITH FLYAWAYS

At times this hair and beard type can be unpredictable and hard to manage, like that crazy ex you still have feelings for.

Regular brushing and/or combing (Scotch Porter has an excellent collection, hint hint) and a styling product with lots of hold is the key to gaining control and style. Also, deep conditioning can help tremendously with keeping the hair down.

A silicone free sealer is also important for this hair and beard type to prevent flyaways throughout the day.



SOOTHES, MOISTURIZES,
CONTROLS SHINE &
RESTORES SKIN TONE



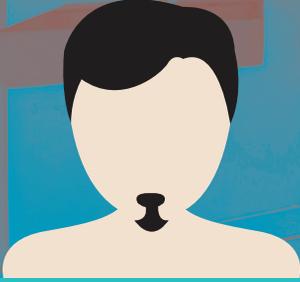
CLEANS & RESCUES
DRY SKIN, CONTROLS OIL,
SHINE & BREAKOUTS

introducing
**SCOTCH
PORTER**
for
SKIN

LEARN MORE
scotchporter.com/skin

WHAT'S
YOUR
SKIN LIKE?

SKIN TYPES



1

NORMAL

Congratulations, you're #blessed. This skin type is not too dry or oily, with few barely visible pores and very easy to manage. A great gentle wash and daily moisturizer will keep your skin looking fresh.

2

OILY

This skin type is shiny, almost greasy looking with enlarged pores and visible blackheads. Always use a gentle cleanser or scrub, and never excessively use pressure while washing or vigorously scrub skin, as this will only cause the skin to overcompensate and produce more oil. Also, never squeeze or pick pimples (yes, we know it's tough with all of those fun viral pimple-popping videos), as this will lead to longer healing times and cause dark marks. Use of a moisturizer that controls shine is ideal. Gentle exfoliation two to three times per week will help with reducing the look of old or dull skin.

3

DRY

This skin type is prone to cracking and usually looks dull and rough. Always use a mild gentle unscented cleanser (fragrance can make it worse for your life). Never scrub while washing or drying your skin, unless you'd like your face to look like an unpaved road. Apply moisturizer throughout the day, and especially right after washing your face. Use of a humidifier works wonders for your skin in dry, hot environments.

4

SENSITIVE

This skin type is prone to allergic reactions that can cause itching, redness and rashes. You should always conduct a skin test before using a product, by testing it on a place on your body that isn't in plain view. You should never take long showers with very hot water, as this will lead to dryness and flakiness. Always wash your face and shower with lukewarm water and avoid drying your skin with rough towels; always pat your skin dry. Avoid facial skin care products with harsh chemicals, dyes and fragrance(s). You should avoid facial cleansers with too much foam, as it will only dry out your skin.

COMBINATION

This is the most common skin type and is a combination of normal, oily (usually around the T-Zones) and dry skin (around the cheeks).

5

SUMMER ESSENTIALS

by JASON ANDREW

Summertime has finally returned! Get ready for beaches, barbecues, and backyard parties that all require one essential thing: major style. Just because the temperature is up, doesn't mean you can't look on point. We've highlighted some Summer essentials for you to add to your style arsenal. This list will help you for seasons to come.

WHITE KICKS

Here's a Summertime staple that never fails. White kicks work when you want to suit up or party down. (Vince / Article No.)



METAL WATCH BANDS

Before you sweat it out with leather or fabric bands, cut it out! (Shinola - The Runwell Sport Collection)

LOAFERS

Here's an essential Spring shoe that takes you well into the Summer months. Whether "penny" or "tasseled," you can't fail. (Ralph Lauren Collection)



MIRRORED SUNGLASSES

Better known as Hater Blockers 101.
Always keep them guessing.
(Ray Ban)



WHITE JEANS

White denim is guaranteed to keep you fresh throughout the season. Want to switch it up a bit? Get them distressed. (Rag & Bone)



KEY FOB

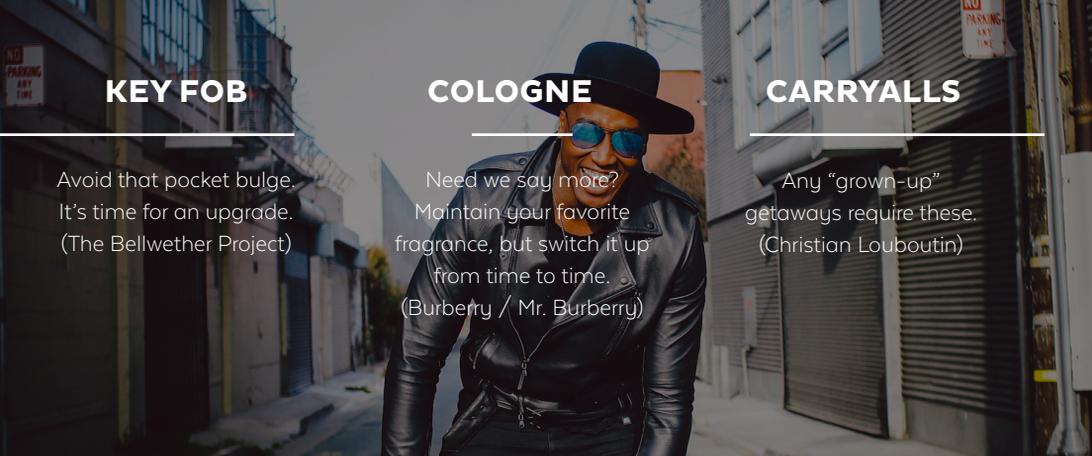
Avoid that pocket bulge.
It's time for an upgrade.
(The Bellwether Project)

COLOGNE

Need we say more?
Maintain your favorite
fragrance, but switch it up
from time to time.
(Burberry / Mr. Burberry)

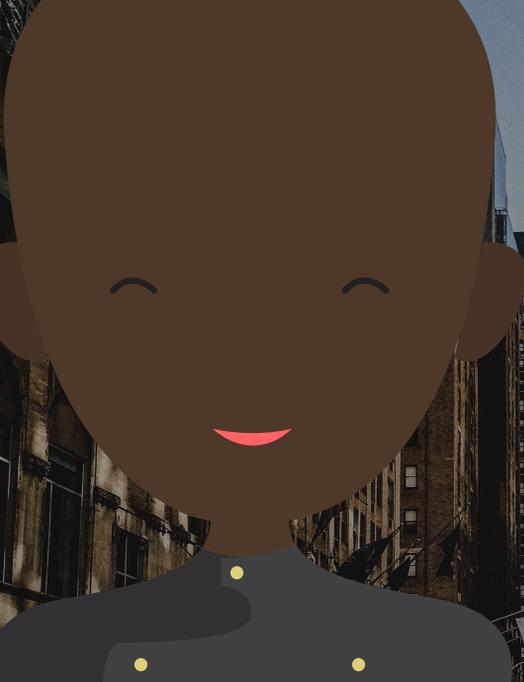
CARRYALLS

Any "grown-up"
getaways require these.
(Christian Louboutin)









MEET JASON ANDREW

SCOTCH PORTER'S RENAISSANCE MAN

By Kathy Iantoli

Mr. Jason Andrew is a man of the world. A combination of London meets New York City, Jason cut his teeth in fashion when he hit the Big Apple years back and networked with some of entertainment's finest. Now he's styling the stars while alsohelping children with autism and cerebral palsy. It fits perfectly with Jason's mantra that helping people feeds the soul; something he succeeds at in many arenas.

However, Jason's daily skin care routine was way less complex than his career path.

Born with great skin, Jason didn't start to notice changes until he turned 30. Taking an interest in keeping his skin on point for the long haul, Jason added Scotch Porter products into his everyday regimen. Get to know Jason and his journey.

WHAT WAS YOUR DAILY REGIMEN FOR YOUR SKIN BEFORE USING SCOTCH PORTER PRODUCTS?

I didn't really have one, to be honest. I know I like to bathe using shower gloves, but that's about it [laughs]. Dove, Pears, pretty much any soap would do. I really wasn't too particular until now. I often took my categorically & good skin for granted. After I hit 30, I was noticing my body (and in particular my skin) reacting differently to my lifestyle. My face was becoming oily, and all my old dietary habits weren't helping.

WERE YOU NERVOUS AT ALL TO INCORPORATE SOMETHING NEW INTO YOUR DAILY ROUTINE?

Apprehensive, maybe. It seemed like too much was going on. I like to keep it simple. I have an active lifestyle, so I'm always on the road...literally! Taking too much time to do anything really affects my work schedules. Scotch Porter was easy enough to incorporate into my daily skin routine.

WHO ARE SOME OF YOUR FAVORITE DESIGNERS?

I used to be a Lo-Head (Polo) and still believe Ralph Lauren is a great ambassador for timeless Americana. For shopping, online is the way to go: Barneys, Saks, Nordstrom, Bloomingdales, Macy's, etc. I do like to support local retailers when I travel just to add variety to what I wear.

WHICH SCOTCH PORTER PRODUCTS DID YOU USE AND HOW LONG BEFORE YOU NOTICED A DIFFERENCE?

Their face wash was my first introduction to Scotch Porter products. It took about two weeks before I saw difference, and it was markedly different.

WHAT DIFFERENCE DID YOU NOTICE IN YOUR SKIN?

It was something I initially hadn't taken much notice of beyond the moisturizing, but it was notably different. The sentiment was echoed by my friends and strangers alike. That's when I realized there's something to this.

HOW DID THE PRODUCTS FEEL, SMELL, ETC.?

It's a scent that doesn't leave me feeling floral. Most importantly, it doesn't clash with my wearing cologne. My skin isn't oily anymore as much as it's refreshed. This is a great thing because I never experienced breakouts before, so I was confused as to how to deal with my face and how to protect my pores from being exposed. The products smell great and feel great on my face.

HAVE YOU ADDED THE PRODUCTS INTO YOUR EVERYDAY REGIMEN NOW?

Absolutely, after I shave and shower. I have now incorporated the Scotch Porter skin lotion because my skin becomes severely dry due to heat. I'd rather have Scotch Porter moisturizing my skin and pores than just leaving them exposed to the elements. I'm active daily, so I sweat. Most importantly, it doesn't leave my face feeling heavy like regular shea butter—especially during the warmer Spring and Summer months.

ROUTINE ISN'T SOMETHING YOU'RE NORMALLY ACCUSTOMED TO SINCE YOU WEAR MANY DIVERSE HATS. TALK ABOUT YOUR CAREER A BIT. HOW DID YOU GET INVOLVED WITH SPEECH PATHOLOGY?

I work with autistic and cerebral palsied kids—aged birth to three—in low SES neighborhoods. I feel as though my impact is doubly felt with these children and families because they are able to identify with my image, as it likens their own. I understand their struggles and the inherent challenges parents face trying to better their kids in a rapidly changing economic and educational environment. I tell parents all the time: it's no longer enough for your child to know the ABC's. So I try my best to prepare children for their next steps developmentally.

YOU'RE ALSO A STYLIST. WHEN DID YOU FIRST DELVE INTO FASHION?

I used to live in London, which had a heavy influence on me, so seeing trends months and even years ahead of them arriving Stateside was very impactful. At that time I also studied art, so I've always been interested in things visually. However, with my studies, personal style became a means of expression. Being in New York City allowed me to connect with so many people that styling others became an organic extension.

AS A NEWLY NAMED SCOTCH PORTER MAN, WHAT DO YOU THINK THAT TITLE ENTAILS?

I believe it's a man who knows what he wants and takes the time to maintain what he already has. That's how I'd define the Scotch Porter Man. It's better to appreciate than consume, taking care of those around you.

until next season...
the **END.**

**SCOTCH
PORTER**
BRAND

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