

*the*  
**SCOTCH  
PORTER**

*Manual*

FALL 2016

*vol. 2 / issue 1*

# 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.

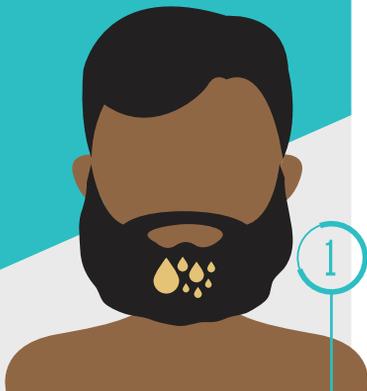


*Share flicks of your purchase*  
@SCOTCHPORTER #SCOTCHPORTER

# 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.

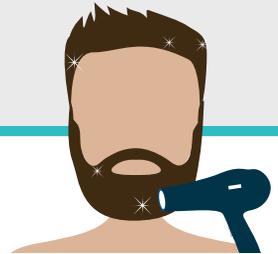
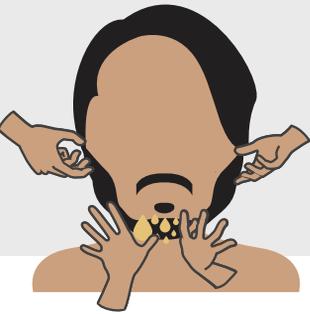


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## SWAG THE BEARD

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.

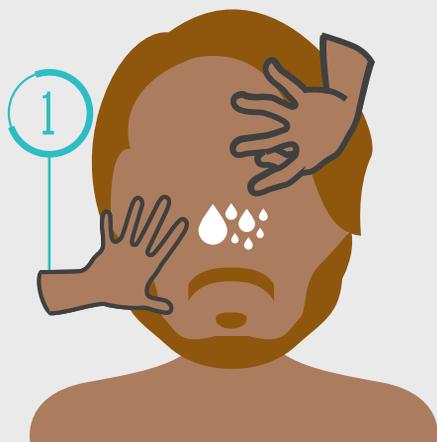
**YOU'RE NOW READY TO TAKE ON THE WORLD.**



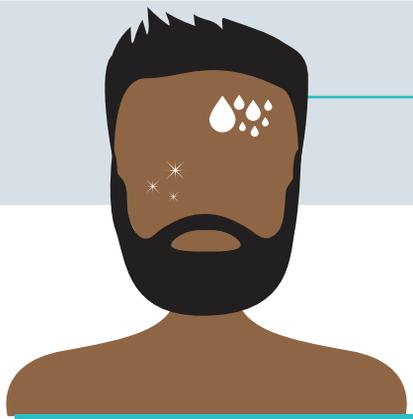
## POLITELY DECLINE THE FOAM PARTY INVITE

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.

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.

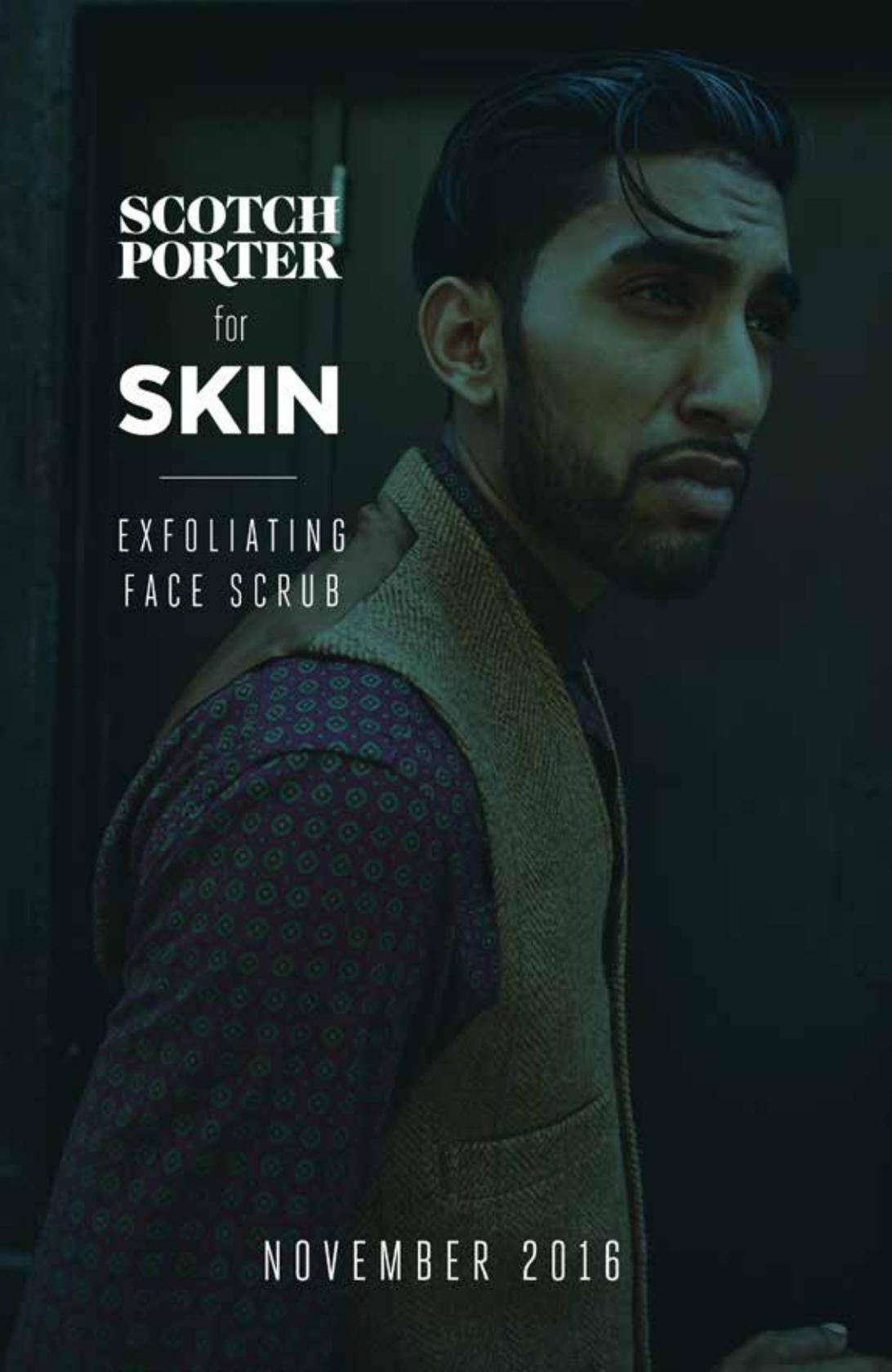
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## FRIZZY WITH FLYAWAYS

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.

A man with dark hair and a beard is shown in profile, looking towards the right. He is wearing a dark sweater with a repeating geometric pattern and a light-colored tweed jacket. The background is dark and out of focus.

**SCOTCH  
PORTER**

for

**SKIN**

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EXFOLIATING  
FACE SCRUB

NOVEMBER 2016

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

# GRAB & GO:

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## SP'S MUST HAVES *for* FALL

It's official. The Summer is over, and it's a farewell to those long beach days and backyard barbecues that made the season so memorable. We like to say "See ya later" to Summer, since it'll be back around soon enough. The good news though is that Autumn is here. The Fall is back upon us, and with it comes a whole new set of must have items for the everyday guy who wants to be extraordinary. Scotch Porter brings you our Fall Must Haves round-up. Grab these items to upgrade the season well into the colder months.

Visuals by *Jason Andrew* | Words by *Kathy Iandoli*



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### BAILEY COLLISTER FEDORA IN BLACK

As you prepare to winterize your brim, Borsalino comes through with the Matteo fedora from their WORLD collection. But you don't need to be a globetrotter with this crown. Just choose between Black or Grey (Black pictured here) and Borsalino's signature fur felt will have your dome warm once the Winter arrives.



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### TANNER GOODS STANDARD BELT - BLACK GEOGLYPH

Details above everything. Tanner Goods has crafted a detailed belt that is both durable and fresh. Just look at that double matte design. Here's a belt you won't want to hide, and even after many wears it'll just keep looking better.



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### PERSOL 649 SUNGLASSES

When the temperatures start to drop, don't will frostbite to your face with metal shades. These acetate plastic sunglasses are more durable than the standard ones, but are lightweight and climate friendly—which includes even hot weather and extreme cold. Remember, you shouldn't feel sub zero temperatures on your face.



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### SCHOTT PERFECTO LEATHER MOTORCYCLE JACKET

**SO HERE'S A LITTLE PRO TIP:** you don't have to actually own a motorcycle to own a motorcycle jacket. Don't tell the true school bikers that, but we're just filling you in. The Schott Perfecto is the originator, and its iconic asymmetrical zippers will never go out of style. Upgrade and go luxe with a more supple leather.

[journal.scotchporter.com/category/fashion](http://journal.scotchporter.com/category/fashion)

## OFFICINE CREATIVE BOOT IN BLACK

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When you're ready to own a pair of statement boots, these are the ones to grab. With a slightly stacked heel, these Creative Engineer Boots are guaranteed to make an impression. The distressed leather and suede combo is a nice touch for the colder weather, and the intricate side-zipper style of the shoe is guaranteed to make an impression.



## PUBLIC SCHOOL BLACK DENIM

Now that the Summer is a wrap, it's the return of darker colors. A change of season marks a change of the color palette, so grab this dark denim. Paired with a dress shirt and/or tee, this combo is a dress up and dress down staple. Minimalism at its best.



## BARBOUR INTERNATIONAL CRANK WAX JACKET – BLACK

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This all-weather ultimate jacket from Barbour comes in a number of styles and fits. The Bedale Wax Jacket right here has angled pockets, perfect for the everyday gent who's braving all sorts of climates, but still demands style and function. It's available in two colors too: Black and Olive (Black pictured here).

## SHINOLA 24MM CREAM AND NAVY G10 NYLON STRAP

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**HERE'S ANOTHER PRO TIP:** while many watches come with multiple straps, you can always swap the faces out if you love the strap that much. Filson by Shinola brings this cool and functional watchstrap that can be worn with all applicable lug size watches, as well as many standard Shinola watches. If you already know what time it is, rock it without a face. We approve.







## MEET PERCY HICKS

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### SCOTCH PORTER'S FALL GENT

*by Kathy Iandoli*

Scanning Percy Hicks' daily regimen, it's clear that he's a busy, yet inspired man. The Bronx, NY native works as both a Creative Director and Fashion Stylist with a firm mantra: be prepared. In the ever-changing fashion industry, that's a valuable tool to possess, along with an extensive collection of designer threads. A Ralph Lauren loyalist first, Percy has a style that draws from the past and the present, combining worlds with every ensemble. As a newcomer to the Scotch Porter product world, we chopped it up with Percy on his SP experience, his everyday life, and how his personal style is more than just clothing on a rack.

#### **WHAT IS YOUR EVERYDAY FACIAL GROOMING REGIMEN?**

It's pretty simple: I just wash with my face wash daily. One of my favorite tools is the Clarisonic. I use it to apply any product to my face or beard, including the cleanser.

#### **WHICH SCOTCH PORTER PRODUCTS HAVE YOU ADDED TO YOUR ROUTINE?**

The Charcoal & Licorice Restoring Face Wash.

#### **HOW HAS THE FACE WASH CHANGED YOUR EVERYDAY REGIMEN?**

It definitely enhanced it! I use the Face Wash once daily, and now I don't have to use any other products.



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## TELL US ABOUT A TYPICAL DAY IN YOUR LIFE.

First, I wake up at 5 AM to run and workout. Then, I sit with a cup of green tea to make an assessment of the goals that I desire to accomplish that day. I talk to my personal styling customers to make sure their needs are being met, as that is the functioning core of my business. Throughout my day, I do leave room for inspiration. That can mean visiting museums, visiting the nearest bookstore to scroll through books and magazines, or even window-shopping. The goal is to stay inspired. I'm a musician as well, so I usually finish out my day with a cup of hot tea and my favorite instrument.



### WHAT ARE SOME OF YOUR FAVORITE TYPES OF MUSIC?

I love Jazz, '70s, '80s, and '90s R&B.  
I like Contemporary Gospel,  
Latin Jazz—alot of different music.

### WHICH BOOKS DO YOU CONSIDER TO BE YOUR FAVORITES?

Reposition Yourself by T.D. Jakes, A Hand To Guide Me by Denzel Washington, American Fashion by Charlie Scheips, and The Little Black Jacket: Chanel's Classic Revisited by Karl Lagerfeld and Carine Roitfeld.

### HOW WOULD YOU DESCRIBE YOUR PERSONAL STYLE?

My style is an eclectic mix of all the things that inspire me. It's a respect for the traditional elements of menswear, while embracing the silhouettes of modern day trends. I love to use denim as my neutral element, using it to connect textures, colors, and patterns.

### WHO ARE SOME OF YOUR FAVORITE DESIGNERS?

At first thought... always and forever Ralph Lauren, Tom Ford, DSQUARED2, and Chanel.

### HOW WOULD YOU DESCRIBE THE SCOTCH PORTER MAN?

I would describe the Scotch Port Man as modern, confident, and self-assertive.

*Special thanks to our contributors...*

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until next season...

*the* **END.**

*a Scotch Porter Journal production*

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