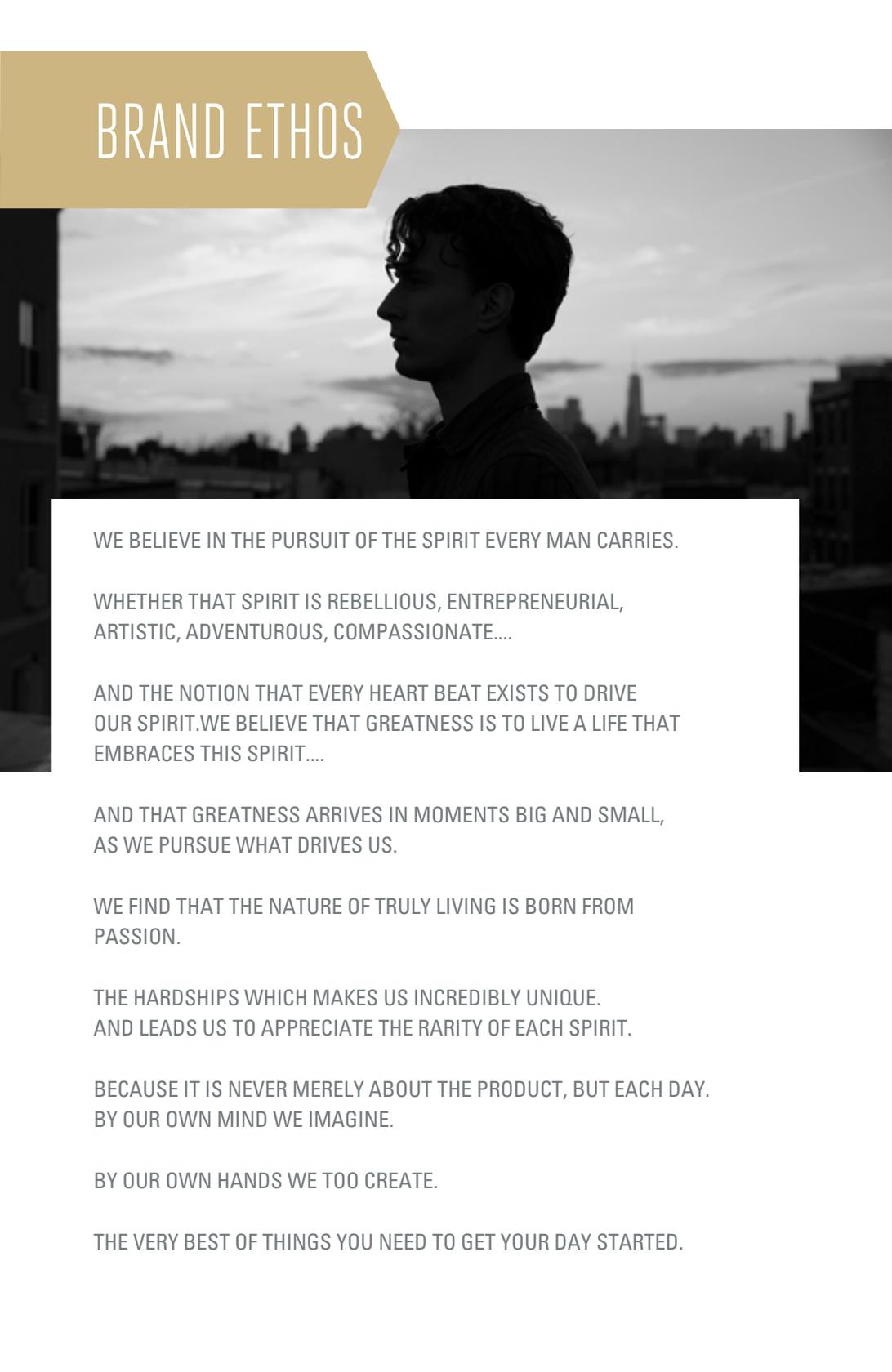


*the*  
**SCOTCH  
PORTER**  
*manual*



SPRING/SUMMER '17  
*vol. 3 / issue 1*

# BRAND ETHOS

A black and white photograph of a man in profile, looking towards the right. He is silhouetted against a bright, hazy sky, likely at dusk or dawn. In the background, a city skyline is visible, with several tall buildings, including one that resembles the Willis Tower. The overall mood is contemplative and aspirational.

WE BELIEVE IN THE PURSUIT OF THE SPIRIT EVERY MAN CARRIES.

WHETHER THAT SPIRIT IS REBELLIOUS, ENTREPRENEURIAL,  
ARTISTIC, ADVENTUROUS, COMPASSIONATE....

AND THE NOTION THAT EVERY HEART BEAT EXISTS TO DRIVE  
OUR SPIRIT.WE BELIEVE THAT GREATNESS IS TO LIVE A LIFE THAT  
EMBRACES THIS SPIRIT....

AND THAT GREATNESS ARRIVES IN MOMENTS BIG AND SMALL,  
AS WE PURSUE WHAT DRIVES US.

WE FIND THAT THE NATURE OF TRULY LIVING IS BORN FROM  
PASSION.

THE HARDSHIPS WHICH MAKES US INCREDIBLY UNIQUE.  
AND LEADS US TO APPRECIATE THE RARITY OF EACH SPIRIT.

BECAUSE IT IS NEVER MERELY ABOUT THE PRODUCT, BUT EACH DAY.  
BY OUR OWN MIND WE IMAGINE.

BY OUR OWN HANDS WE TOO CREATE.

THE VERY BEST OF THINGS YOU NEED TO GET YOUR DAY STARTED.



WE BELIEVE IN ONE RACE...

THE HUMAN RACE

WHAT WE CREATE  
IS BUILT FOR THIS RACE

*a race made  
beautiful by  
a range of  
colors &  
textures*



*we create  
product  
that is  
mindful  
of  
nuances*

INTEGRATED WITH  
COMMON CORE  
INGREDIENTS WHICH  
ENHANCE THE  
UNIQUE QUALITIES  
OF THE NATURAL  
AND DISTINCT  
BEAUTY WE ALL  
POSSESS



*Share flicks of your purchase*

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#SCOTCHPORTER

# HOW TO USE

## SCOTCH - PORTER

a *comprehensive* step by step guide



# BEARDS

1

## BEARD WASH **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

## BEARD CONDITIONER **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

## BEARD BALM **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

## BEARD SERUM **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.

*[scotchporter.com/collections/beards](http://scotchporter.com/collections/beards)*

# SKIN



1

## FACE WASH **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

## FACE SCRUB **UNCLOG AND STIMULATE**

Massage a small amount of our Charcoal & Licorice Exfoliating Face Scrub over wet face and neck, 3 times per week, using a circular motion. Rinse with warm water.

**PRO TIP:** Exfoliation is not just for your girlfriend. It has its advantages. Exfoliation should be done up to three times per week, in place of washing with our Charcoal & Licorice Restoring Face Wash. (No more than three times per week, as you run the risk of pissing off your skin and triggering breakouts and dryness). Exfoliating is a very important step in achieving great looking skin. It's the process of sloughing away dead skin cells to reveal fresher, smoother, healthier looking skin.



3

## FACE LOTION **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. vThink 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/collections/skin](http://scotchporter.com/collections/skin)*

# HAIR



1

## HAIR WASH **HAIR CAN HAVE A BAD ATTITUDE**

Apply our Hydrating Hair Wash to your wet hair. Gently massage wash into hair. Rinse well with warm water. Say goodbye to problematic hair and scalp issues and hello to softer, healthier, and more manageable hair. It's the Hair Wash equivalent to a beer after a long day.

**PRO TIP:** Only wash your hair with a sulfate-free shampoo, since shampoos with sulfates leave your hair coarse, dry and frizzy. Gents with coarse hair should limit hair washing to no more than once per week to avoid robbing your hair of moisture. If you have fine or oily hair, wash your hair no more than once every 5 days, or else it will look very sad and frizzy. Men of all hair types: feel free to condition your hair up to two times per week, in place of shampooing so often.

2

## HAIR CONDITIONER **THE FIX!**

Work thoroughly into wet hair. Pay special attention to the ends of your hair. Leave in your hair 2 to 5 minutes and rinse. Rinse well with warm water. For best results, follow with Scotch Porter Hair Balm.

**PRO TIP:** After rinsing the conditioner from your hair, partially dry it. Here's how: 1. Squeeze excess water from your hair. 2. Use an old cotton t-shirt or microfiber cloth and squeeze firmly and gently (don't rub!) to remove excess water. NEVER dry your hair with a towel. EVER. The rough surfaces of towels snag hair and cause unnecessary frizz. Why be so cruel to your hair?



3

## HAIR BALM **THE REMEDY!**

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

**PRO TIP:** Always apply Hair Balm to slightly damp hair and brush, comb or style while hair is still slightly damp. Apply Hair Balm daily. Daily use of our Hair Balm will not result in build-up and dull-looking hair.

*learn more: [scotchporter.com/collections/hair](https://scotchporter.com/collections/hair)*

# 4 THINGS

## YOUR PARTNER WANTS YOU TO TRIM IMMEDIATELY

by Lamar Dawson

*If you're reading this, chances are you've progressed passed the prehistoric mindset that grooming is for girls. Right? Good.*

*When it comes to grooming, there's more to it than what meets our own eyes. In other words, there may be some areas we neglect because we don't see them*

*day-to-day – or we don't think others notice.*

*Think again. Just as you cut your hair and maintain your beard, there are four other areas in need of your attention – and your partner is begging for it.*

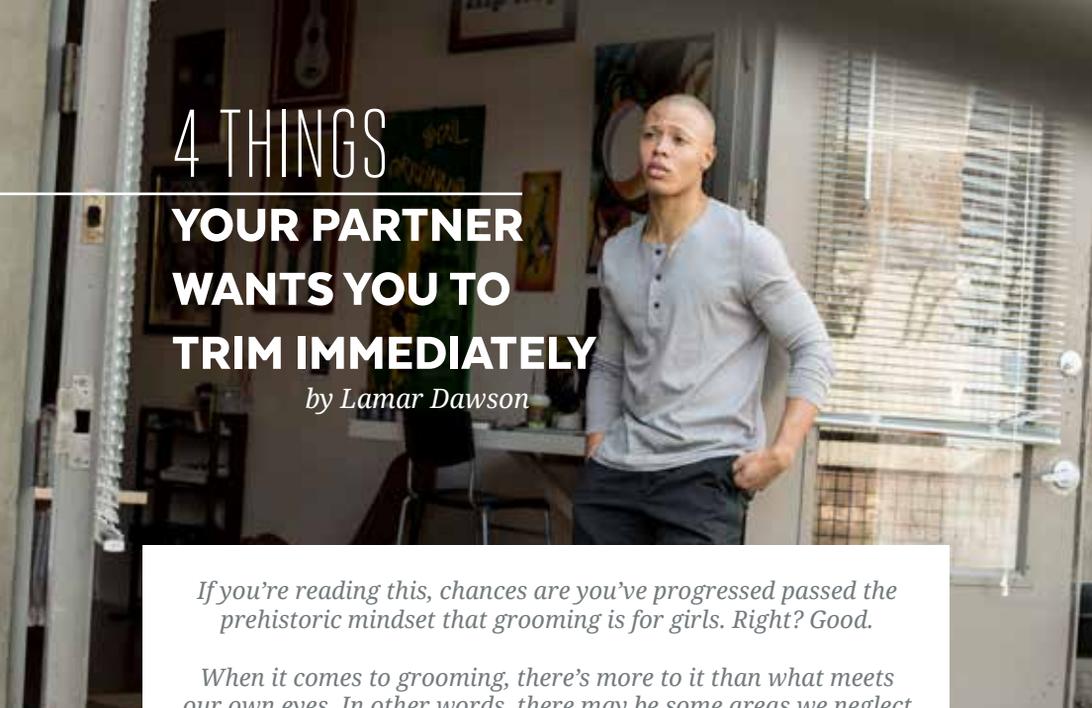
## YOUR TOE NAILS

Have you ever been in bed with a partner, ready to start a cuddling session and then suddenly your partner squeals in pain because your toenails wounded them? You're not Freddy Krueger.

Your toenails should not be slicing up your sheets or your significant other. Unless you need to use your feet to catch food or ward off predators, keep them neatly trimmed.

According to the American Academy of Dermatology, toe nails grow 1.6mm a month. The Institute for Preventative Foot Health recommends cutting them at least every two weeks.

Keep in mind nails grow faster in the summer. Don't round – cut them straight across and file them down with an emery board. If your toe nails are brittle and off color, you may want to visit your doc.



# YOUR NOSE HAIRS

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In a survey published by Men's Health, nearly half of the women questioned said they'd rather talk to a guy with bad breath than a guy with unruly nose hairs. And you thought no one noticed. The hair in your nostrils are designed to keep strange particles from entering your body. Don't let unkempt hairs keep new partners from entering your bedroom. There are tons of great trimmers on the market. Invest in one immediately.



## BELOW THE BELT

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### YOUR EAR HAIR

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How is someone supposed to whisper sweet nothings into your ear if you have a national forest growing out of it? Make a soft touch trimmer your new, best friend.

They are easy-to-use and gentle to your skin. Use it for hair on the outer part of your ear. For inner ear hair, a nose trimmer will work as well.

Do not use a conventional razor. It will lead to cuts, nicks, irritation, and tears.

This is a tricky area – figuratively and literally. How to trim and should you trim. The former, we can answer. The latter you may want discuss with your partner. While some people like to go exploring in the Amazon Jungle, others may want to go right to the main event. First, don't go at it dry. Take a hot shower first to soften your skin. Second, use the right tool for the right job. You wouldn't use a jackhammer to hang up a photo, so why would you use a conventional razor on a full bush? Fine scissors and clippers work for substantial trims. Remember to use a plastic guard. Lastly, use extra caution when it comes to trimming "the boys." Use your non-dominant hand to pull your skin tight before you go to town with a razor, trimmers, and scissors. Use a rich, shaving cream before shaving with a razor. And don't forget to thoroughly moisturize after.







## MEET LUIS TOACHE

### SCOTCH PORTER'S SPRING SPIRIT

by Rasheedah Billups

*The stars were aligned the day we crossed paths with this gentleman. Meet Luis Toache, a man with a spirit of service. We recently had a conversation with this gent, and he had us hooked. We walked away completely satisfied and quite inspired. Travel, fashion, and killer chef skills, this guy most certainly motivated us. Luis is the owner of The Tough Boot & Co., located in Atlanta, Georgia. In peeling back the layers of the man, not only did he give us access to his deepest secrets (wink), but we also learned that kindred spirits are never really far away. Here's a glimpse of what we talked about; take notes.*

#### WHAT OTHER MUSTS ARE ON YOUR SELF-CARE LIST?

I listen to my body. I stay informed about what's good for me. Sometimes I'll cut out meat and I eat a lot of mushrooms because of the texture and they have a property which allows them to absorb metals from the body. The more mushrooms you eat, the more clear-headed you feel. They're the staple of my diet.

#### WHAT IS YOUR FAVORITE SCOTCH PORTER PRODUCT?

I love the scrub and face wash. I love that the smell isn't full of perfumes.

#### WHAT IS YOUR DAILY SKIN REGIMEN?

Normally, I don't do much, I watch what I eat. What you eat reflects on everything about you. So I watch my diet. I exfoliate once to twice per week. I'm very sensitive to smells so when something smells artificial, it gives me a headache. I like very subtle natural smells. When I discovered the Scotch Porter Face Scrub, I loved it.



## WHAT DOES A TYPICAL DAY LOOK LIKE FOR YOU?

I wake up every morning at 6. I lay in bed for a few browsing social media, to see what's new and what the influencers are talking about. I don't have a television so that is my dose of media. I run about 4 miles on the BeltLine and then return home to cook breakfast. I make time to cook every morning. I then take time to create, I dress the mannequins, brainstorm, and take photos. I have a studio in my loft and I do my own photography there. After spending time working in my studio, I head to Tough Boot. I always stop nearby for a cappuccino before opening the store at 11. I spend the day there, interacting with clients. We close at 6. At the end of the day I head home to cook dinner. I enjoy cooking dinner at home; we usually go out for dinner on Saturday's. I always make time to go to the gym two times per week. Of course I like to read before bed. Right now, I'm reading *The Tipping Point: How Little Things Can Make a Big Difference* by Malcolm Gladwell.

## WHAT IS YOUR DREAM AND HOW DO YOU STAY INSPIRED?

I am passionate about what I do. I always believe in spirit of service, a natural spirit to help and serve. I believe it is important to understand why we are here. I want to make an impact. I want to improve people's lifestyle. I want to increase awareness and I want people to enjoy life to the fullest, not only going out partying and drinking. That's not really enjoying life. Enjoying life is to balance it out, to find the perfect balance; and I want to provide a part of that balance. In this case, with style. It's not only about clothing, it's about everything that compiles that lifestyle, a more curated lifestyle.

## HOW WOULD YOU DESCRIBE THE SCOTCH PORTER MAN?

He's a lot like The Tough Boot Man. I love the name -- Scotch Porter -- it has a classic manly feel, so there's definitely a connection. They both are about curating a certain lifestyle and that largely includes health and grooming.

## WHAT ARE SOME OF THE MOST INTERESTING PLACES YOU'VE VISITED?

I love Paris, Amsterdam, Brussels, England, Denmark, and Sweden. We travel to Europe once a year and to different cities across the US once a month.

We hope you enjoyed this Scotch Porter Man as much as we did. We were impressed with Luis and what he has built within himself and with The Tough Boot & Co. Aside from him schooling us on why we watch too much television, he also dropped a gem when he shared the biggest lesson he learned from spending time in Denmark and Sweden. According to Luis, these people have life down. My synopsis wouldn't do it justice, so before you go, here's some parting words from our new friend:

"They know how to live. Having a good time doesn't necessarily mean happiness. Happiness is a lot of work and these people are not afraid of incorporating their work into their happiness. They are hard workers. In Sweden and Denmark, it's very cold there 6 months out of the year. It's dark and gloomy and sombre and they are two of the happiest countries in the world. Denmark doesn't produce anything. They don't have anything. They don't have fields, they don't produce materials. Most of their gross domestic product is transportation and man-made stuff. They import everything because nothing grows over there. With that being said, they have to create their own happiness, you create your own happiness and you see it everyday with these people."

*Check out The Tough Boot & Co. online at [thetoughboot.com](http://thetoughboot.com) and [@thetoughboot](https://www.instagram.com/thetoughboot)*

*See you all next issue,  
I have to go stock up on mushrooms.*

*Special thanks to...*

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until next season...

*the* **END.**

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