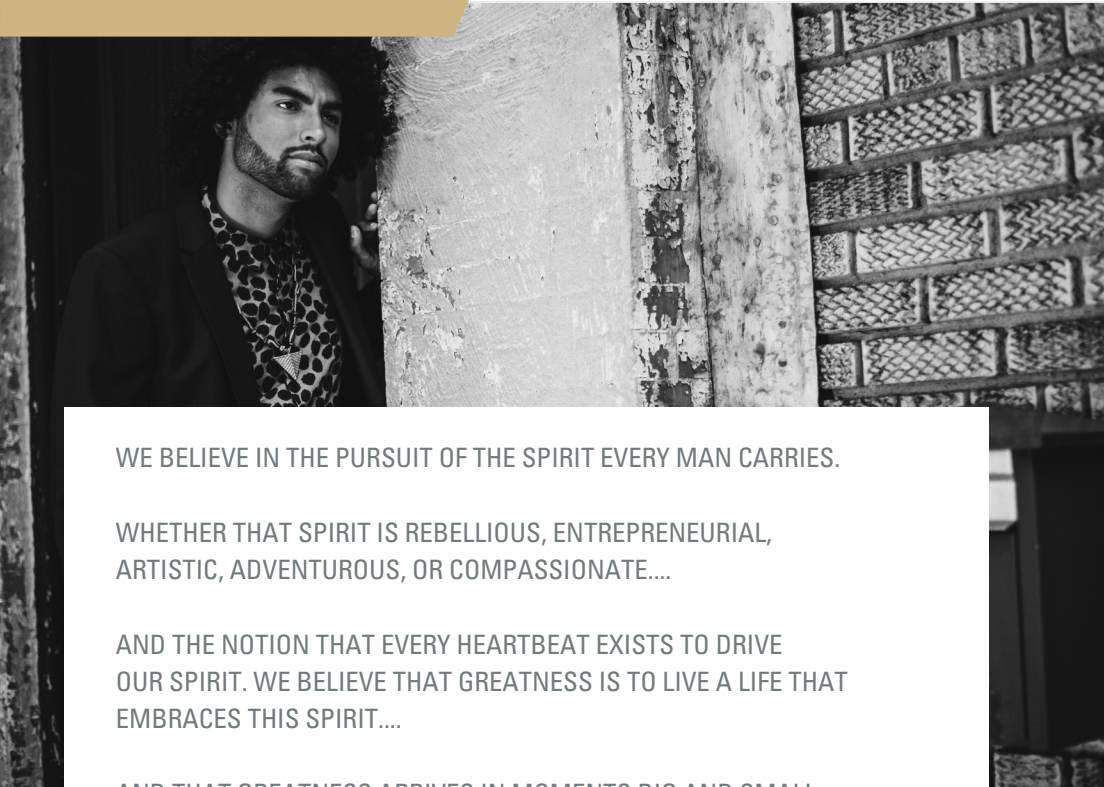


the
**SCOTCH
PORTER**
manual



BRAND ETHOS



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

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

AND THE NOTION THAT EVERY HEARTBEAT 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.



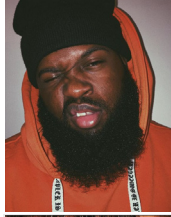
we believe in one race...

THE HUMAN RACE



WHAT WE CREATE IS BUILT FOR THIS RACE

a race made beautiful by a range of colors & textures



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



we create product that is mindful of nuances



Share flicks of your purchase
@SCOTCHPORTER
#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 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.

Learn more: 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!**

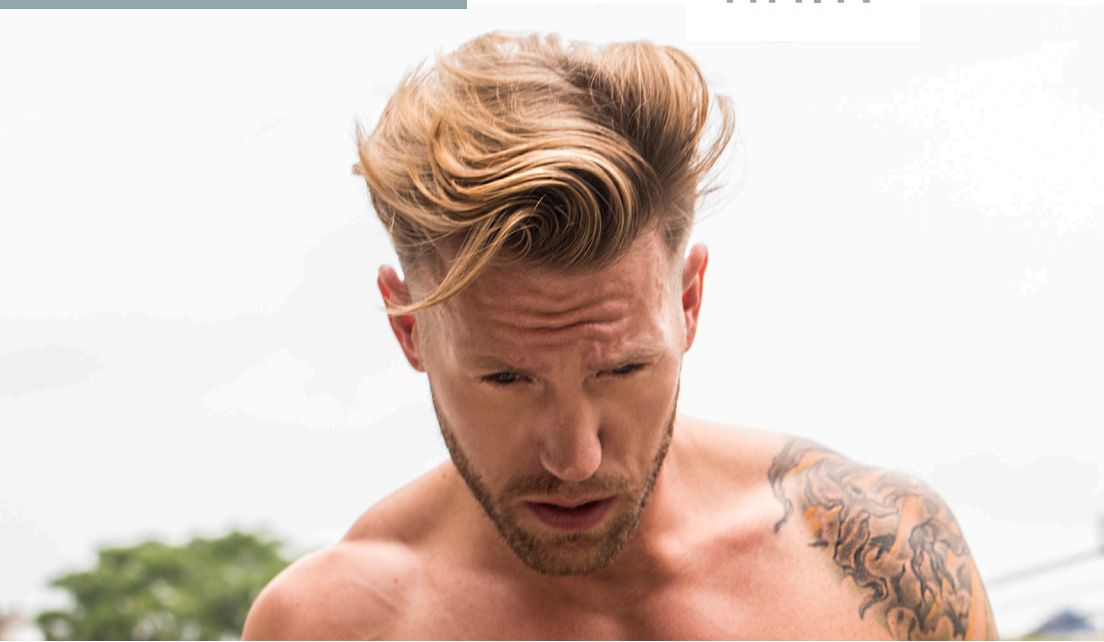
Massage a small amount of Charcoal & Licorice Moisture Defense Face Lotion over your face after cleansing.

PRO TIP: Applying a daily moisturizer twice daily after cleansing is essential. 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/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



WHAT TO ASK YOUR BARBER

by Darius Davie

There are some experiences in life for men that can be purely nerve wrecking. From visiting the doctor, to tying the knot with your loved one, or worse, sharing that first encounter with a new barber. Apprehension and uncertainty can go hand in hand when it calls for that first time visit to your local barber. A first tinder date and barber visit share some similarities. Many men, who move into a new city, are like fresh fish waiting to get caught and reeled in by the neighborhood shop. Sometimes it's the price or the shop presentation that may spark some interest, enticing a guy to enter.

Nonetheless, once that new barber has you in the chair, you're all theirs and vice versa. But to help you avoid looking absolutely clueless, we compiled a small but invaluable list of critical questions and thoughts you should consider before a towel, a clipper, or cap comes anywhere near you.

CLEAN PRESENTATION



TRAINING FACILITY & LICENSING

Sanitation is more than half of the work when looking for a quality haircut. A barber who doesn't keep their station garbage-free demonstrates complete negligence. That should be an immediate red flag. This is a sign of carelessness that may be reflected in your haircut. Your barber shouldn't be sitting in his chair eating the Chinese food they grabbed for lunch.

NOTE: Be sure to observe if the barber washes and sanitizes their hands before beginning the cut and sanitizes the proper tools.

The hairstyling industry has a tendency to keep some of its spotlight talent under the radar simply because some are not properly licensed by the state. It may be great that you're in someone's chair who can provide the dopest fade but it is lousy and lazy if they didn't fulfill the proper requirements to be certified by a state to cut hair. Ask a simple question like, "So where did you study;" or "How did you get into the trade?" If the barber can't answer, you may want to reconsider that next cut. Keep in mind, without proper paperwork nowadays, you may not even see that barbershop open when it's time for your next visit.

PAYMENT PROCESS

It's 2017 so carrying pieces of plastic as payment for goods and services is becoming more prevalent. It doesn't hurt to ask if the shop accepts cards, or newer payment methods such as apps like Venmo, Paypal, Apple Pay, etc. These can provide for a super easy transaction process without having to run out for change or having to pay that dreaded ATM fee. Local barbers should be open to multiple methods of payment.



PORTFOLIO REQUEST

With social media at our fingertips, it's no surprise that a visual resume of someone's work can be found on a platform like Instagram and Facebook. Browsing through a quick catalog of work creates another level of comfort as you take a seat in a new barber's chair. So don't be shy about asking to see their work before those clippers are turned on.

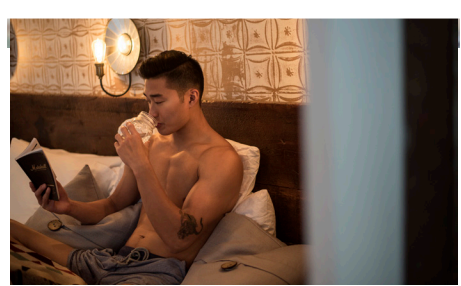
SCHEDULING

I'm sure a walk-in sounds pleasing and accommodating but the ability to schedule an appointment really makes a shop stand out. It speaks to a level of professionalism that ensures both the barber and client take the service seriously. A barber or stylist who is aware of the time will most likely be respectful of you and your time while they have you in the chair.

This behavior includes not taking multiple breaks in between cuts, not picking up lunch while you wait, or – a personal favorite – not using the phone. So as a first timer, be sure to ask the shop if they are an appointment-based business. If you do it for a doctor visit, car repair service, or massage, why not hold your barber/stylist to the same level of accountability?



SCOTCH-PORTER
CULTIVATE
GROW &
INSPIRE
FALL 2017 CAMPAIGN







FALL INTO THE NEW SEASON WITH THESE FIVE WARDROBE TIPS

by Tyrus Townsend

September, as many of us know, is the official start of the new fashion season and guess what else, new gear! Time to carefully pack up the ever trendy patterned, camp collar shirts, knee length shorts and fluorescent colored belt packs in exchange for a more polished selection of chunky knits, heavy trousers, comfortable outerwear, and weatherproof boots. But with an overwhelming array of designer offerings, where does one start?

First, understand that the Scotch Porter man is constantly evolving which means all areas of his life need to reflect the same progressive change. Secondly, the clothes, just like his grooming routine, needs to be organic, effective, and fuss-free. Lastly, envision a wardrobe that is directional yet functional and that suits all your needs for work, play, and the weekend. With that being said here are five rules of thumb that'll help every man survive the autumn season.

CORDUROY

Not to be confused with your father's corduroy the newest designs are modern with a slim fit, tapered ankles, cargo pockets, and are available in a variety of hues from amber orange to washed black. Corduroys are easy to transition between work and play; make sure you select pieces that you'll wear numerous times and not pieces that'll sit in the back of your closet.

TIP: Dry clean only! If you try to hand or machine wash your corduroys, you may compromise the quality of the garment.



THE ART OF LAYERING

As a transplant to New York City I can proudly boast that we revolutionized the modern-day art of layering. A thin thermal leggings underneath a cotton trouser, pairs well with a sweatshirt and oxford shirting combo and provides the option for leaving it on or taking it off depending on the temperature. Top it off with a classic outerwear piece, like an over or trench coat, which could work for a client dinner or a weekend brunch date. The science of it all: make sure each piece compliments the other.

TIP: Select from a neutral color palette and choose pieces that provide for easy transition.

KNITWEAR

Quality knitwear is an investment so purchase wisely! The heart of most cool weather outfits is a warm wool or tweed fuzzy fit. Forgo the typical cardigan and opt for a chunky knit that'll work for either a weekend escapade to the Poconos or as a toss-on after leaving a much needed workout. There's no need for a blazer, just wear it as is and allow the piece to serve as a conversation piece.

TIP: Step outside the gray box and choose a sweater with graphic design or medium-sized horizontal bright stripes.

STATEMENT SOCKS

A huge trend that is carrying over from the summer is the statement sock. Having appeared on many street style blogs and worn by fashion-forward guys like A\$AP Rocky. Pair these accessories with crop trousers, low trainers, and basic shirting.

TIP: Select bold, bright colors and even wear white tube socks with a black brogue shoe.

THE BOMBER JACKET

Take flight in a season favorite, the bomber jacket. A tad different from the one donned by Tom Cruise in Top Gun or the bulky, heavier piece spotted on Obama post-Oval Office, the newest selections are in light fabrications like silk and rayon with appliques or an array of patch workings.

TIP: Stay away from the light pinks and blues and gravitate towards chocolate browns, moss greens, and slate grays.

Get creative and remember, layers add versatility.



SPECIAL THANKS TO...

Models

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Contributors

Darius Davie
Lamar Dawson
Tyrus Townsend

Photographer

Ron Hill

Editor

Rasheedah Billups

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

introducing

SCOTCH PORTER

sensitive skin



AND

