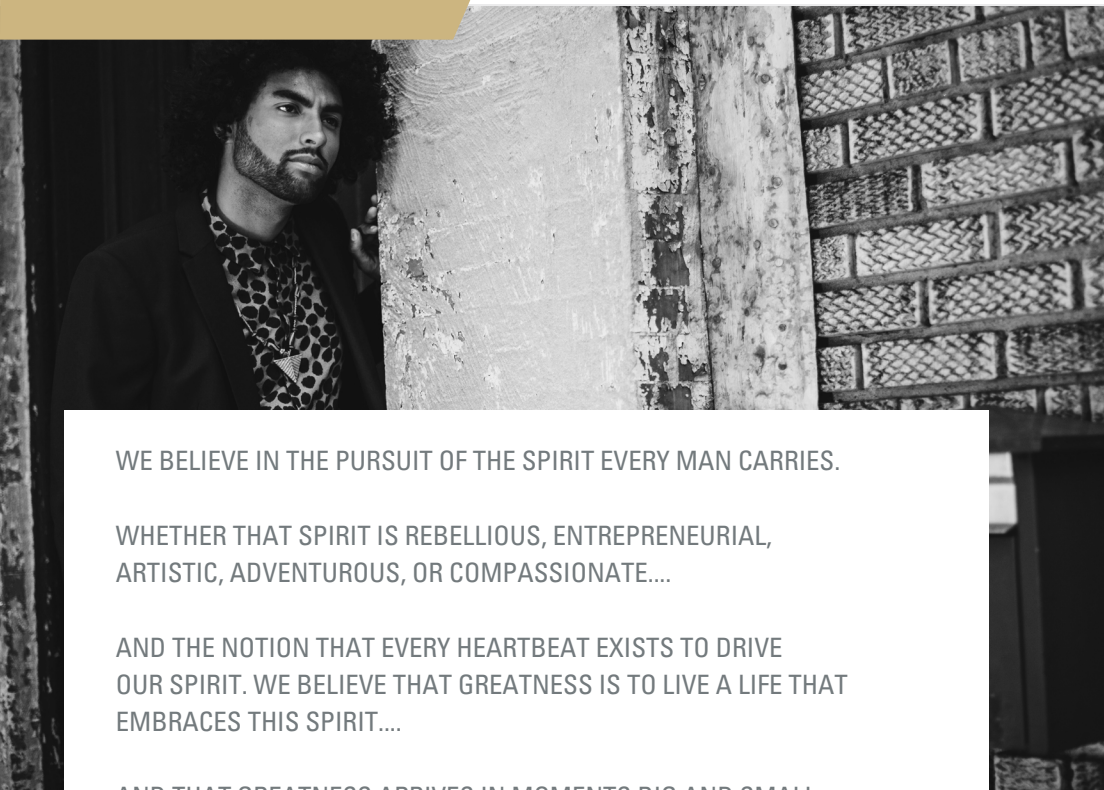




the
**SCOTCH
PORTER**
manual

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.



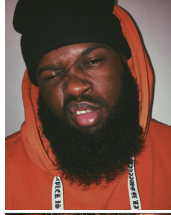
*we believe in
one race...*

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



NEW YEAR, SAME YOU?

by Rasheedah Billups

2018 is off to a great start. Everyone is setting up flags and claiming this as their year. And out comes the New Year's resolutions. That's great, there's nothing better than a little self improvement. We could all be a little more saintly in every regard, but for a lot of us, making it out of the first quarter of the year without ditching the resolutions is almost unheard of. Studies suggest that more than 75% of the people who make New Year's resolutions "fail". That's not a motivating statistic at all, but it's not 100% so that means there's still hope.



Truth is, we approach the New Year with the wrong mindset. We overwhelm ourselves by thinking we need to be someone new and by not giving attention to a few fundamentals, that could potentially salvage that NYR list. Here are a few tips on how to go to work on those New Year resolution lists, as the same you, just with better strategy.

Don't put the cart before the horse. In other words, order matters, there are some things you may need to do before you can cash in on that big resolution. For example, if your resolution is to buy a house this year, and you haven't started the process, chances are, steps 1 through 9 need to be on your resolution list. You have to work up to where you want to be. So ask yourself, if this entry on your resolution list has a few prerequisites. If you understand the steps needed to achieve this resolution (goal), you'll be more likely to succeed.

DON'T PUT THE
CART BEFORE
THE HORSE

BABY STEPS

Don't overwhelm yourself, give yourself time. Taking baby steps won't make you any less manly. It'll actually have you out here looking more manly. Nothing beats a man who knows what he wants and has some strategy on how he's going to get there, even if that strategy is slow and steady. For example, if your resolutions are fitness related, along the lines of washboard abs by Summer '18, take the time to evaluate where you are and make steady progress from there. If you currently do not frequent the gym, chances are, you need some serious strategy on getting to the abs, so start by keeping a packed gym bag (don't forget the Fresh Meat Masculine wipes!!) in your car and setting a goal of finding time to go to the gym just 1 to 2 times per week. After a few weeks of success, scale up. Don't overwhelm yourself with 7 day commitments.



WATCH HOW YOU TALK TO YOURSELF

Stay motivated. Identify why this resolution is important to you and lock in on that. Purpose is a huge motivator. When you find yourself falling short, tell yourself it's okay, remember your reason why and get back on track. Not being clear on why you added something to your resolution list in the first place will most likely result in failure the moment you face a challenge and get a little frustrated.

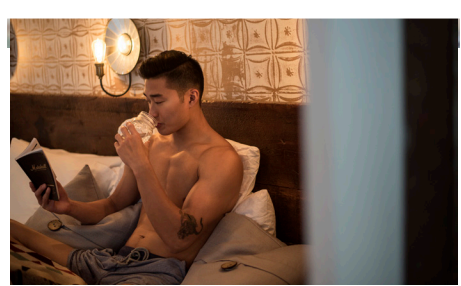
BE ACCOUNTABLE

Hold yourself accountable. It can be difficult to keep ourselves accountable because we're so quick to let ourselves off the hook. Get an accountability partner; someone to help you keep your commitment. Find someone you're comfortable sharing your resolution with. Tell them why it's important to you and ask them to be your accountability partner. As your accountability partner, they'll check in with you periodically to make sure you haven't folded. And when you've reached milestones you can share your progress with them. The idea is, you'll be more likely to succeed because now you have someone else to answer to, and chances are you don't want them to be disappointed in you.

APPLY THESE 4 TIPS TO YOUR NEW YEAR'S RESOLUTION LIST AND A YEAR FROM NOW YOU'LL BE WALKING OUT OF 2018 WITH YOUR HEAD HIGH.



SCOTCH-PORTER
CULTIVATE
GROW &
INSPIRE







5 LIFE LESSONS LEARNED AT THE BARBERSHOP

by *Lamar Dawson*

For many men, especially black men, the barbershop is a second home. It's not just the place where we get our hair cut. It's a valued institution that serves its community as a news source, comedy club, and therapist couch. It's also a refuge from life's burdens, censorship, needing to use proper etiquette, and sometimes, women. It's a place where men can be amongst themselves and be themselves unconstrained.

While getting a shape up, businessmen, veterans, preachers, and even the town wino all shaped us up to be the men we are today, and still do. When you're in the chair, you're a student in a classroom surrounded by professors with generations of knowledge. Sometimes you thought they talked too damn much and just needed to cut your hair – and still do – but here's what they taught us.



#1 HOW TO SPEAK LIKE A BOSS

I'll never forget the first time I went to a barbershop without an adult to tell my barber how to cut my hair. "How do you want your haircut, little man" he asked. "I don't know... like that" I said pointing to a picture of a kid who looked my age, posing on a poster with various images of black men hanging on the wall, which I assumed was for inspiration. As the barber began cutting my hair, I started to notice my hair not morphing into the little boy's hair in the photo, but I didn't say anything. By the time my barber brushed the hair off my face and removed the styling cape, my hairline was missing and I had a part on the side of my head the length of the West Side Highway. I told him it's not the cut I asked for and he gave me a stern lecture on "putting base in my voice," speaking up for myself and speaking clearly.

#2 – THE IMPORTANCE OF LOYALTY

The trust men develop with their barbers is unmatched. You're putting your looks in their hands. Once a barber has proven he can be trusted with such responsibility, he's irreplaceable. He's now your barber and you're his client. If he's out sick, you come back next week. If he's got two heads before you and there are five empty chairs and you have to get to the hospital to see your first child born, you'll wait. If you even think about going to someone else, you feel like you're cheating on your guy, so you don't.

#3 – ENTREPRENEURSHIP

In the 30 minutes it takes for your barber to hook you up, you've lived out an entire episode of "Shark Tank." You've heard a sales pitch from a man with movies on DVD that just came out in the theatres. A man with more jewelry in his jacket than Jared has tried to help you find the perfect Mother's Day gift. And a woman with a plate of fried chicken and macaroni and cheese stopped by right at lunchtime offering to make lunch and deliver it to men standing on their feet for hours, unable to take a break, with cash in their pockets. At the barbershop, you learned how to promote, persuade, pitch and advertise a side hustle. Because people in the hood always find a way out of no way and people in the hood will give you real-time feedback if you don't come correct.

#4 RELATIONSHIPS 101

The barbershop is one of the best places to get dating counsel. There are men there who've been married for over 30 years who'll tell you about the ups and downs, men whose first and second wives took everything including the kids and the dog, and bachelors who've been playing the field long enough to remember drive-ins and still call dating "courting." Last weekend, I was getting my haircut in Harlem and a man in the chair was complaining about how his wife spends all of his money on clothes and her hair. The United Nations Negro Counsel gathered around the man and offered their intelligence around setting up weekly financial meetings, setting a budget, cutting up credit cards and setting realistic goals. "You gotta set realistic goals on spending. You want your woman to look like Beyonce, not Beetlejuice. She needs to stay up on her looks," one barber said to thunderous applause from the congregation. Who knew you could earn your MBA in financial planning at the shop?



#5 THE IMPORTANCE OF COMMUNITY

I grew up in predominantly white communities. The barbershop was one of the only, if not the only, place I could go to be around other black men. In the barbershop, I saw more positive images of black men than I saw in media. At the barbershop, men walked in and spoke to everyone and called them "my brother." Guys talked to each other about job opportunities and asked each other how school was going. Men were engaged in the news and current events and had formed opinions. And yes, there may have been some trash talk, womanizing and someone may or may not have had a blade pulled on them for not paying someone back, but the barbershop is a community and it taught me about life and myself – it still does.

SPECIAL THANKS TO...

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

introducing

SCOTCH PORTER

sensitive skin



AND

