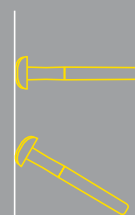




ALWAYS THE 30° TECHNIQUE

Always hold the razor at about a 30 degree angle. Here's how you do it:

1. Grab your Bevel razor, and hold the logo on the head of the razor against your skin.
2. Start tilting the handle until the blade just touches your skin. **Do not apply pressure.** Be easy. That's close enough. That's your 30 degree angle.



ALWAYS GO WITH THE GRAIN

Always shave in the direction your hair grows. This is called "with the grain." Check to see how it grows on both your face and neck before starting. The directions in the images below are common, but this may be different for you, so check first. Shaving with the grain will help prevent irritation and bumps.



NEVER, NEVER, NEVER

- NEVER shave over dry or bare skin. Re-lather as needed.
- NEVER shave against the grain.
- NEVER speed shave. Take your time. You'll avoid nicks and irritation this way.
- NEVER use a blade more than three times. Keep it fresh.

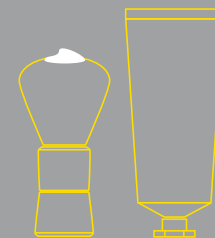
1 - PRIME

Take a **hot shower before you shave to open up the pores** and soften the hair. A shower is best, but you can also start your shave by holding a damp, hot towel against your skin for at least one minute. Immediately after a hot shower (or hot towel treatment), massage a nickel-sized amount of priming oil onto your skin. No need to rinse it off.



2 - LATHER

1. Soak your brush bristles in the hot running water for about 20 seconds. Give it one strong flick to remove excess water. You'll need the remaining water to create the lather.
2. Squeeze a nickel-sized amount of shave cream onto the brush.



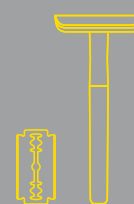
3. Apply the shave cream in a strong circular motion. Use a bit of speed and pressure to whip up a foamy lather.
4. Set the brush with the leftover cream aside. You might need some more later.

NOTE: some like using the shaving brush with a dry bowl or mug to create lather in before applying it. We're not mad at that. Just make sure you still apply the final lather to your face in strong circular motions for each pass.



3 - SHAVE

1. Remember to maintain your 30 degree angle and do not apply pressure. The weight of the Bevel Razor head will do the work for you, trust.
 - In short glides, shave in the same direction your hair grows.
 - Rinse your Bevel razor with hot water after every few glides to remove excess lather.



2. When done, rinse your face with warm water and feel around to see if the first pass was close enough for you. If not, run it back for a second pass. Just make sure you lather up again first.
3. When done, rinse your Bevel razor in hot water and set it on its side to dry.

4 - RESTORE

1. Rinse your skin with **cold water to close your pores**. Don't rub, gently pat dry with a clean towel.
2. Rub a nickel-sized amount of restoring balm into your skin.