

# What Is Beard Oil and How to Apply It

URBAN BEARDSMAN

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Being that you have a beard, now it's time to care for it. Our strategy at Beardbrand is to work with your body's natural chemistry to develop a healthy long term hair-beard-body routine. If you're relatively new to beard life (welcome to the club,) one key product to keep your beard foundation healthy and nourished is beard oil, a leave in conditioning medley, designed to replace the oils lost after a washing.

Like malnourished, dehydrated skin, mistreated hair gets wiry, stiff, and tangled, requiring a daily restorative, silicon free solution. Don't worry, silicones aren't necessarily harmful; however, they do coat hair, preventing nutrient absorption and require a harsher wash to rid the sealant.

As if touching your beard throughout the day wasn't a big enough blow, your rough rinsing routine starts a damaging process to both your strands and skin alike!

Regardless of the type of beard you're growing, or dream up to grow, beard oil should be a requirement. The best part? It's fairly easily to incorporate into your existing routine.

Here's how:

## **Dosage and Frequency:**

Facial hair is unruly by nature. Fortunately, the rise in beard popularity has resulted in newly reserved shelf space for products designed to tame and control hairs that naturally lean rogue. To keep your scruff looking sharp and feeling soft, routinely apply Beardbrand Beard Oil post shower, when threads are cleanest and best equipped to easily absorb oils.

A little certainly goes a long way, but **on average, shoot for six daily drops** to refine and polish beard bristles.

When initially building out your beard, follow these general guidelines, contributed by a varying bearded group, each with their own unique color, texture and length:

Beardless – 1 month	3-4 drops	Daily treatment
1 – 3 months	4-6 drops	Daily treatment
3 – 12 months	6-10 drops	Daily treatment
12 months +	10 drops and up	Daily treatment

How often you use beard oil is ultimately up to you. The urban beardsman should take length, occasion and climate into account when determining frequency.

Generally speaking, the longer the beard, the greater the need. Small imperfections can suddenly look more pronounced when the mass of hair has become larger, increasing the need for more oil, more often.

Those with shorter beards, as well as those who reside in more humid regions, could likely get away with fewer applications and rotate beard oil into their routine every few days.

### **The How of It:**

To dispense oil, and initiate a well-bred beard:

1. Tilt beard oil bottle and give the bottom base a few firm taps into an open hand.
2. Spread oil evenly across palms and fingers.
3. Work in oil by brushing palms along the sides of your beard.
4. Apply the same approach down the front.
5. Bring both hands up through the bottom of your beard.
6. Use finger tips to coat mustache hairs.
7. For a perfectly smooth and positioned beard, use a comb to evenly distribute the oil while setting the hairs back in place.
8. Let your beard do the talking.

### **Watch and Learn:**

For a more visual approach or if you don't like to read, check out these corresponding beard oil videos from the bearded man that started it all, Eric Bandholz.

[How to Pour Beard Oil](#)

[What is Beard Oil and How to Apply it](#)

### **Buy the Best:**

Your beard deserves A-1 care, which is why Beardbrand is meticulous about ingredients and only formulates products that are class leading and healthy.

When you're ready to take the beard oil plunge, head on over to the [Beardbrand selection of premium oils](#) and choose the fragrance that's right for you.

### **Keep Calm, and Beard On:**

We value your thoughts and opinions and strive for beyond the beard quality. Our premium products are designed with you beardsmen in mind, and work in harmony with your body, from your hair to your skin.

We want to know what you think about them. So, give us a shout and let's talk beards.