



**THE  
SERIOUS BEARDSMAN  
HANDBOOK**





# LEVEL UP TO A BETTER BEARD

There are beardsmen and there is the Serious Beardsman. Guys like you. You wear your pride on your face. Your beard is a permanent accessory. A statement of your perfectly groomed place in the world. You are part of an exclusive community of men who honor the craft. Consider this your guide to your best beard. A serious beard. Heed these rules to maintain a level of beardsmanship befitting the Serious Beardsman.



**RULE #1:**

# GET THE RIGHT TOOL FOR THE JOB

To achieve a serious beard, you need a trimmer that grooms in high definition. The Wahl® PRO SERIES™ High Visibility Trimmer provides ultimate precision and visibility, delivering superior lines and the flexibility to trim, shave and detail.



SEE WHAT MAKES THE WAHL®  
PRO SERIES™ HIGH VISIBILITY  
TRIMMER BETTER



## RULE #2:

# STAY STYLE-FORWARD

Try on different beard styles before you trim using the Wahl® Style Selector. With advanced face-mapping technology, it gives you a photo-real view of 12 unique facial hair styles, so you can decide which one looks best—on you.



EXPERIENCE THE WAHL® STYLE  
SELECTOR FOR YOURSELF



\*Up to 4x closer compared to Wahl standard blades and several competing trimmers

### **RULE #3:**

# **DEFINE THE LINE BETWEEN GOOD AND GREAT**

Create your serious beard profile by starting just above your Adam's apple and working along the jaw line to your ears. Don't forget to edge the top of the beard and around the mouth. The Wahl® PRO SERIES™ High Visibility Trimmer cuts up to 4x closer\* to create perfect lines every time.



**LEARN HOW TO LINE UP YOUR  
BEARD LIKE A PRO**



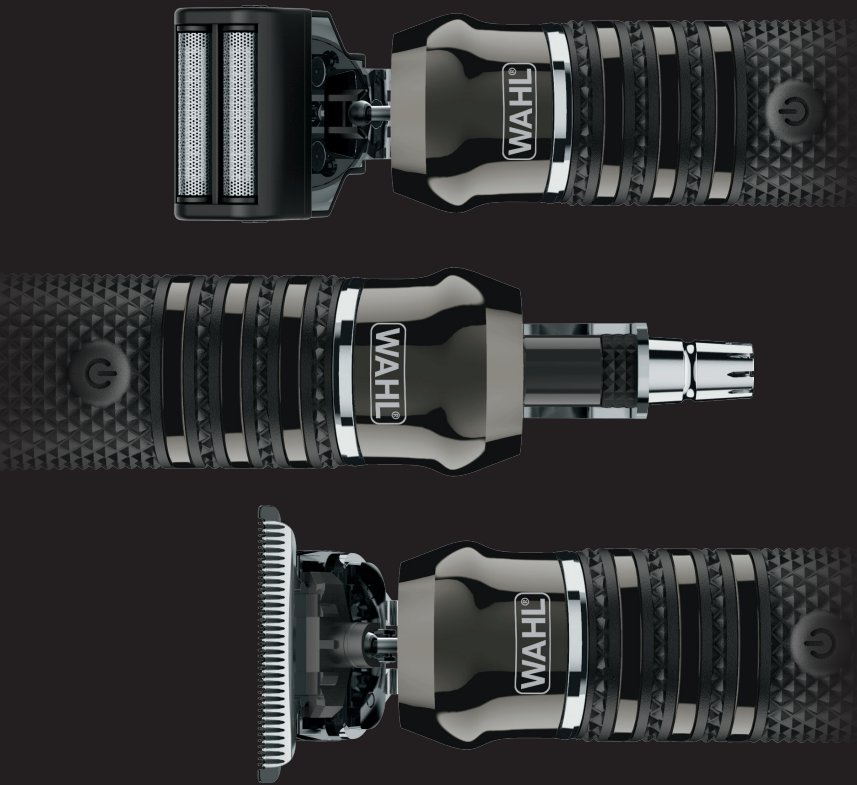
#### **RULE #4:**

## **COMMIT TO THE CRAFT**

Serious beardcraft is more than just growing a beard. It's giving it the perfect shape, length and definition that fit the style. Use the appropriate guide combs on your trimmer to expertly fade your beard and give it a more polished and kempt look.



**WATCH AND LEARN HOW TO  
EXPERTLY FADE YOUR BEARD**



## RULE #5:

# MAKE EVERY DETAIL COUNT

After grooming your beard, move on to the details with the Wahl® PRO SERIES™ High Visibility Trimmer's shaver and detailer attachments. Shave above and below the beard, then tidy up nose and ear hairs. Finish by cleaning up the eyebrows.



GET STEP-BY-STEP INSTRUCTION  
ON HOW TO DO THE DETAIL WORK



**RULE #6:**

## **KEEP YOUR BEARD HEALTHY**

Your beard can dry out, making it itchy and coarse. Keep it clean using a beard shampoo. Pat it dry and use a beard softener or oil immediately after to replenish the natural moisture stripped away through washing.



**SEE WHAT MAKES OUR BEARD  
SOFTENER SO SPECIAL**





## **RULE #7:**

# **APPLY THE FINISHING TOUCH**

Perform touchups every few days: re-edge your lines and trim to maintain the correct beard length. When complete, add a dab of beard balm and comb your beard in the direction of hair growth. For thick beards, a sturdy wide-tooth beard comb provides the best results.



**CHECK OUT OUR COLLECTION OF  
BEARD COMBS & BRUSHES**



## RULE #8:

# JOIN THE COMMUNITY

Keep up with the latest beard trends, tips and tricks by following us on social. Bonus points for sharing your #seriousbeardsman style, tagging @wahlgrooming and adding your own Serious Beardsman wisdom.

FOLLOW @WAHLGROOMING ON SOCIAL



INSTAGRAM  
[@WAHLGROOMING](#)



FACEBOOK  
[@WAHL\\_GROOMING](#)



TIKTOK  
[@WAHLGROOMING](#)



[WWW.WAHLBEARD.COM](http://WWW.WAHLBEARD.COM)