



ALPHA BEARD

BEARDS ARE BIG NEWS. BIG, BUSHY NEWS. TODAY'S BEARDS ARE THICK, DENSE AND BEAUTIFULLY GROOMED. AND NO LONGER THE TERRITORY OF SANTA, SCIENCE TEACHERS OR YOUR SLIGHTLY STRANGE UNCLE. NOPE, 2014'S BEARDS ARE PROUD SYMBOLS OF MANLINESS, SPORTED BY THE MOST FASHION-FORWARD YOUNG BLOKES. NICOLA JOYCE GETS 'POGONIC'.

HE SAYS

“I like the respect you get off other gentleman for growing and keeping a beard. I went out for a meal with my wife and hadn't been there more than five minutes when a nice fellow complimented me on my moustache. Women have been complimenting each other on their dresses and hair for years. I've never walked into a bar and had a stranger compliment me on my t-shirt, but for a man to compliment another man facial hair seems to be a much more acceptable exchange.”

“Without a doubt the best thing about having my beard is when my daughter uses it as a comforter if she has woken during the night. She puts her little hands on my cheeks and drifts off to sleep. Priceless.”

SHE SAYS

“I love a bearded man. I can't explain why. They just ooze manliness.”

“Men with beards are in a club. There will often be an acknowledging nod in appreciation of another fine beard. Occasionally they turn on their beard, shave it and then complain incessantly until it is back to a decent size... all the while suffering from beard envy.”

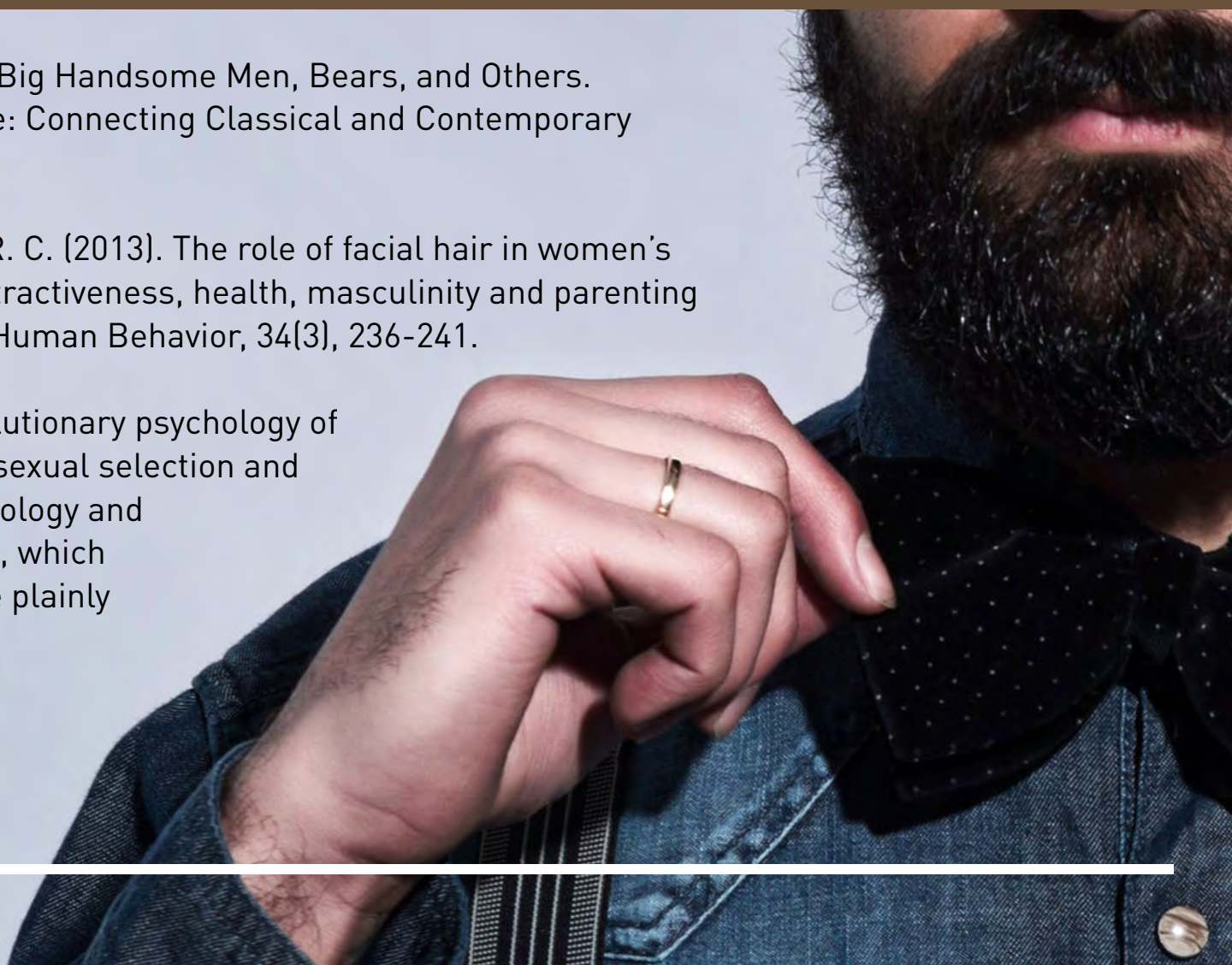
“ I LOVE A BEARDED MAN. I CAN'T EXPLAIN WHY. THEY JUST OOZE MANLINESS. ”

READ UP

Monaghan, L. F. (2014). Big Handsome Men, Bears, and Others. *Understanding Deviance: Connecting Classical and Contemporary Perspectives*, 272.

Dixon, B. J., & Brooks, R. C. (2013). The role of facial hair in women's perceptions of men's attractiveness, health, masculinity and parenting abilities. *Evolution and Human Behavior*, 34(3), 236-241.

Barber, n 1995. The evolutionary psychology of physical attractiveness sexual selection and human morphology. *Ethology and sociobiology* 16:395-424, which tells us that “beards are plainly sexually dimorphic...”



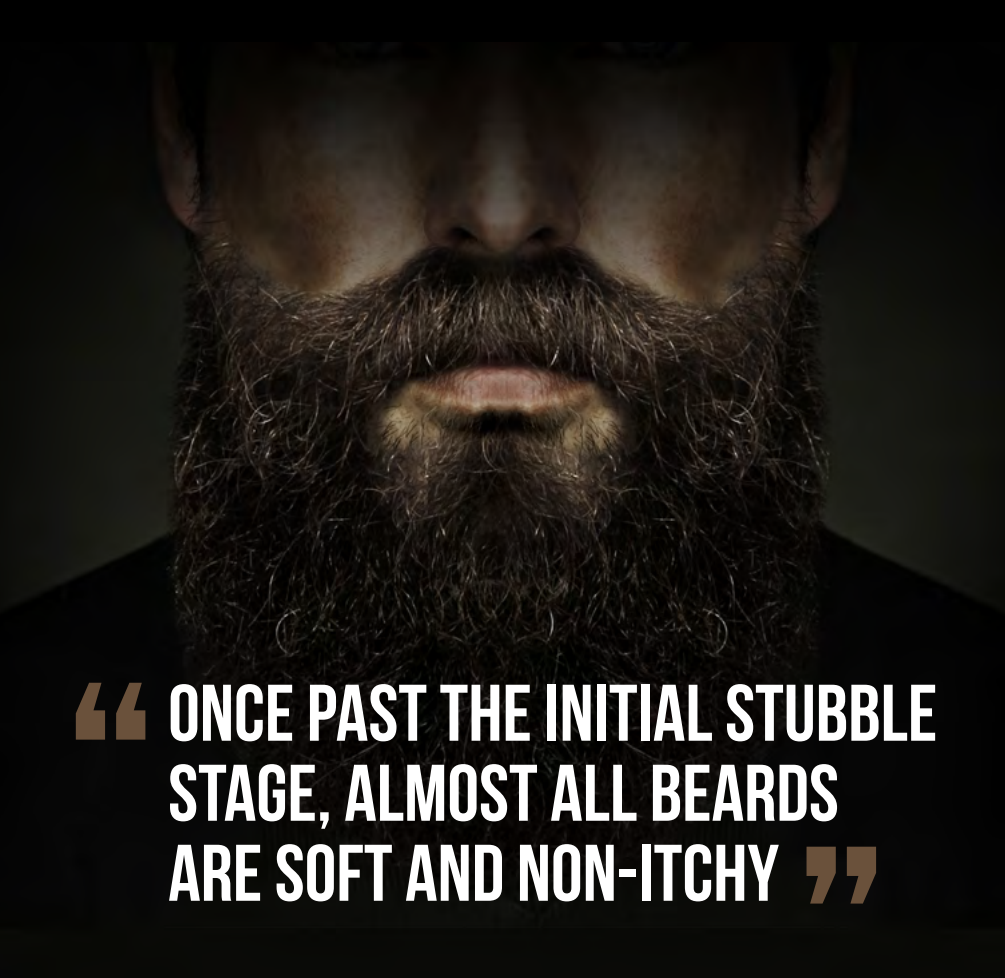
TAKE YOUR BEARD TO THE BIG TIME

Think your beard has what it takes? If you've got the chops, enter The World Beard and Moustache Championships®. This year's event in Portland, Oregon in September is open to beardsmen from all over the world. www.worldbeardchampionships.com.

Or register your beard online at The National Beard registry, which exists to encourage, celebrate and embrace the "beautiful, unique and utterly personal habit of growing a full beard". www.nationalbeardregistry.org.

FITTEST BEARD ON A BIRD

Not like that. But should we bore of the bromance of acknowledging each other's beards, we like to admire Amanda Beard, US swimmer.



“ ONCE PAST THE INITIAL STUBBLE STAGE, ALMOST ALL BEARDS ARE SOFT AND NON-ITCHY ”

LITERARY BEARDS

There was an old man with a beard,
Who said "It is just as I feared,
Two owls and a hen, four larks and a wren
Have all build their nests in my beard!"
Edward Lear (poet and owner of a pretty impressive beard/moustache combo)

DEFEND YOUR BEARD (SET 'EM STRAIGHT WITH THESE COMEBACKS)

"Your beard will make you hot and sweaty in the summer"

Beards shade your facial skin and cool you down by allowing breeze through to your face.

"Shave your beard and it'll grow back thicker"

There's no evidence of this. The stubble might look thicker because the shaved ends are blunt.

"You can't inherit beard-growing abilities"

The growth rate, pattern, colour and density of your beard is dictated by genes from both parents.

"All sections of your beard will grow at the same rate"

Cheek areas often grow more slowly than chin areas.

"Beards are rough, itchy and scratchy"

Once past the initial stubble stage, almost all beards are soft and non-itchy, both for the guy growing it and for anyone lucky enough to come into physical contact with it.

AN INCREASINGLY FASHIONABLE GROOM

According to James Uden of Murdock London www.murdocklondon.com, there is definitely a more diverse spread of bearded men, from formal business guys to the urban city look.

“The rise in dedicated products and services for beards, the use of bearded models in fashion campaigns and the increasing amount of inspiration for beards is helping bearded men feel comfortable and confident in wanting to grow and maintain a beard,” he says.

BEARDS GO SOCIAL

The bearded amongst you enjoy using social media to connect as a proud subculture. Hashtag:

#ALPHABEARD
#FEARTHEBEARD
#THICKBEARD
#WOLFMAN
#BEARDSTRONG

TAMING THE BEAST

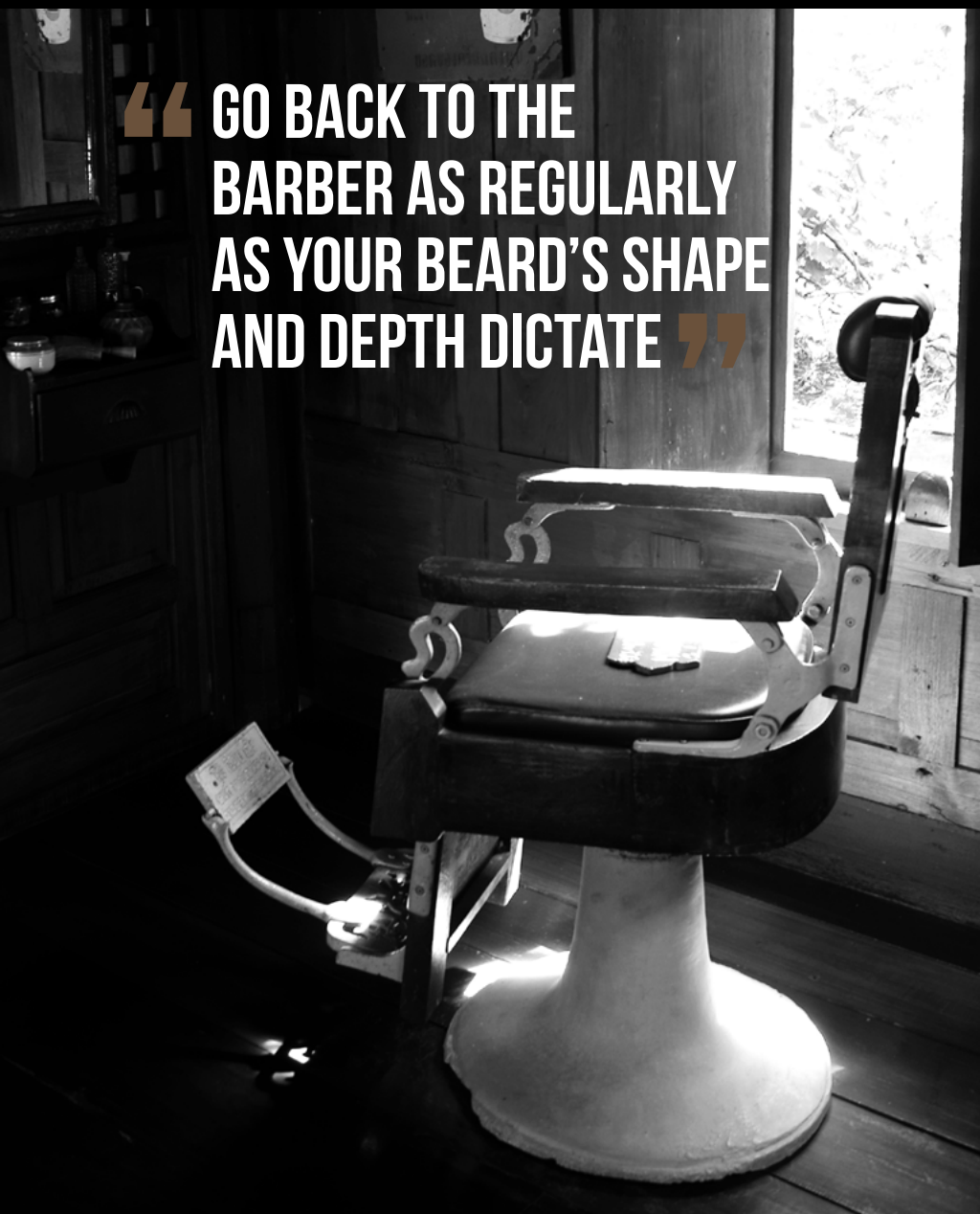
“Here’s James Uden from Murdock London www.murdocklondon.com with the capital’s best advice for a healthy beard:

“Visit a good barber for the initial reshaping of your beard. We reshape all beards so they are unique to the client’s face. We’ll analyse the neckline first, and take into account any inspiration the client might bring from beards in fashion or films.

“Home maintenance is important. Choose your tools - a brush, comb, beard moisturiser (ours is award-winning) - and groom your beard daily. This will help soften the beard and the skin beneath, keep the beard untangled and isolate any rogue hairs, which you can then trim out to maintain your beard’s shape.

Go back to the barber as regularly as your beard’s shape and depth dictate. Some guys visit us for a weekly 15-minute tidy. Growing a great beard demands patience and dedication (two qualities not all guys are blessed with). If you’re struggling with those tricky first weeks, just see it through and let the beard grow. Get a good moisturiser to ease any itching. Your patience will pay off. “

“ GO BACK TO THE BARBER AS REGULARLY AS YOUR BEARD’S SHAPE AND DEPTH DICTATE ”



WHERE IT ALL STARTED

GOD HAD A BEARD. COINCIDENCE? WE'RE NOT SURE, BUT THE CEILING OF THE SISTINE CHAPEL IS PRETTY ADAMANT.

SUPERHEROES, SUPERPOWERS, WIZARDS AND WARRIORS

Wolverine, Gandalf and Thor all took great strength from being bearded blokes. Models Ricki Hall and Chris Millington seem to be doing pretty OK on it, too.

BEARD TERMINOLOGY

KNOW YOUR ETYMOLOGY: The Greek word “pogo” means “beard.”

CHEEK LINE: The line defined by the upper limit of your beard upon the cheek. Let it find its natural shape, or trim and shave it to suit.

CONFIGURATION: The area and shape in which your beard hairs grow.

DENSITY: Calculated by the number of beard hairs per square centimetre (or inch). The greater the density, the more manly the wearer (fact).

FULL BEARD: The most striking type of beard, incorporating sideburns, front, sides and moustache.

GOATEE: Is it a beard, really? A small amount of facial hair on the front of the chin.

GYNEPOGON: A woman who has a beard.

NECKLINE: The line defined by the lower limit of the beard upon the neck. Best trimmed or shaved for neatness and shape.

PIGMENT: What gives your beard its colour. May be alarmingly different to your head-hair pigment.

POGOIATRY: The field of medicine dedicated to diagnosing and treating ailments caused by beards.

POGONOPHILE: Someone who loves or studies beards.

POGONOPHOBIA: Abnormal fear or dislike of beards.

SIDEBURNS: An excellent element of beard design, the area which grows in front of the ears and connects your head-hair with the body of your beard.

TEXTURE: Straight, curly, coarse, soft, thin or thick.

