

THE BEARD GROWTH **BLUEPRINT**

**Go From Patchy to Powerful:
The Complete Beard Growth System**



Bje Beards

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WELCOME!

King,

If you're reading this, you're not here for hype! You're here because you want real results – a fuller, healthier beard that makes you feel confident, sharp, and complete.

My name is Alicia Jenay, founder of BJe Beards®, and this guide was created for one reason: To help men stop guessing and start growing. Most beard advice online is either too generic, too extreme, or focused on selling products without a real system.

This Blueprint hits different. Inside, you'll learn the exact daily routine that helps support growth, reduce patchiness, eliminate dryness, and build the foundation for a beard that looks intentional – not accidental. This is more than grooming... This is discipline, presence, and elevation.

Welcome to your journey! Keep in mind, every beard is unique. While this guide provides a powerful system, results may vary, and we don't guarantee specific outcomes. Also, this isn't medical advice— if you have concerns, consult a professional.

the DEDICATION

Dedicated to the Kings who desire more than surface-level change – the men who understand that true grooming is an extension of identity, discipline, and legacy. This blueprint was created for those ready to elevate, not only in appearance, but in confidence, presence, and self-respect.

May each step on this journey remind you that growth is intentional, refinement is powerful, and becoming is a daily commitment. This is more than a beard routine – it is a standard, a transformation, and a reflection of the man you are stepping into.

Welcome to your elevated season!!

Alicia Jenay

A S M A L L N O T E

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This guide is for educational and informational purposes only. Results will vary from person to person, and no guarantees are made regarding beard growth outcomes.

The content in this ebook is not intended to replace professional medical advice, diagnosis, or treatment. Always consult a qualified healthcare provider regarding any skin conditions, irritation, or concerns.

Thank you for respecting the work, discipline, and craftsmanship behind this blueprint.

Alicia Jenay

1

THE TRUTH ABOUT BEARD GROWTH

Let me clear something up immediately....

Most men don't have a growth problem...They (You) have a routine problem. Beards thrive when the skin underneath is healthy, the follicles are supported, and the hair is protected from damage.

Beard growth depends on 3 things:

1. Follicle Potential (Genetics)
2. Skin & Scalp Environment
3. Consistency Over Time

You can't change genetics... But you can maximize everything else. That's what separates a patchy beard from a powerful one.

"Beard success comes from honoring the process. With the right care and consistent routine, growth becomes visible, strength becomes noticeable, and confidence follows."

Alicia Jenay

Beard Myth #1

Shaving Makes It Grow Back Thicker.....False.

Hair may appear thicker after shaving because of blunt ends, but shaving does not change follicle density.

Beard Myth #2

Beard Oil Grows Hair

Beard oil does not magically create follicles... But it DOES create the environment that allows growth to thrive: Reduces inflammation, Prevents breakage, Moisturizes skin, Improves fullness over time.

Beard Myth #3

Growth Should Be Fast

Beard growth is a long game. Most men see real changes over: 30 days: texture + itch improves; 60 days: patch areas start filling visually; 90 days: thickness becomes noticeable; 6+ months: full transformation.

Beard success is ***built, not rushed***. When you understand how beard growth works, you stop guessing – and start growing.

Beard care is not about doing more. It's about doing the right things consistently. When the skin is nourished, the beard is protected, and the routine is maintained daily, growth becomes predictable instead of frustrating. Over time, patchy areas strengthen, texture improves, and fullness follows.

The men who succeed are not the ones chasing quick fixes – they're the ones committed to the process.

Why Most Beard Routines Fail

Most beard routines fail because they're incomplete. Men focus on products instead of principles, intensity instead of consistency, and speed instead of sustainability. Without a clear structure, even good products produce inconsistent results.

Beard growth requires alignment. The skin, the beard, and the routine must work together. When one is neglected, progress slows. When all three are supported, results become predictable.

This is why copying another man's routine rarely works. Every beard responds differently, but the principles behind growth remain the same. Success comes from applying those principles within a structured approach – not from trial and error.

When beard care is approached as a system rather than a guess, frustration is replaced with clarity. Progress becomes measurable. Results become repeatable.

The Missing Piece

Beard success doesn't come from knowing what to do – it comes from understanding how everything works together.

Growth improves when the foundation is prepared. Strength increases when the beard is protected. Fullness develops when care is applied consistently over time. These elements are not separate; they function as a unified process.

This is where most routines break down – and where real transformation begins.

Transition Into What's Next

In the next section, we'll break down my growth formula behind consistent, healthy beard development – a structured approach designed to remove the guesswork and turn effort into results.

Because when beard care follows a formula, success stops being accidental and starts becoming intentional.

The **BJe G.R.O.W.T.H.** Formula™

2

THE BJe G.R.O.W.T.H. FORMULA

Your Beard's Breakthrough System!!

This is the method. A luxury beard doesn't come from random products...It comes from a structure.

G – Groom the Skin First

Healthy beards grow from healthy skin. If your skin is dry, clogged, or inflamed, your follicles struggle. Start here: Clean, not stripped, Hydrated, not greasy, Calm, not irritated.

R – Routine Creates Results

Consistency beats intensity. A man who oils twice a day for 90 days wins over a man who tries everything for one week. Your beard needs rhythm.

O – Optimize Moisture & Barrier

Dry beard hair breaks before it thrives. Moisture creates softness. Softness prevents breakage. Breakage kills length. Oil + seal = retention.

W – Work the Follicles

Your beard needs stimulation. Not harsh pulling... But intentional effort: Finger massage, Brushing, and Circulation support. Growth loves movement.

T – Target Patchiness & Breakage

Patchy beards don't always need growth... They need strategy. Sometimes the solution is: length balancing, shaping, patience +time, and better moisture retention.

H – Habits Support the Beard

Your beard is connected to your lifestyle: sleep, hydration, stress, and nutrition.

You don't need perfection...Just awareness.

3 THE DAILY

Beard Routine

In this section you will identify the difference between “trying” and transforming. This is where the Blueprint becomes real.

The Morning Beard Routine

Step 1 – Wet your Beard. Use a pea to dime size amount. Gently wash your face and beard in warm water. Rinse. Pat or blow-dry until slightly damp.

You don’t need to shampoo daily. Instead use warm water rinse. Use beard wash 2–3x/week depending on your activity.



Step 2 – Condition

BJe Beards Softening Conditioner apply to damp beard, working from skin outward. Massage gently, allow to soften, then rinse thoroughly with warm to cool water.

*Tip Allow conditioner to sit for about 2–3 minutes and detangle beard then rinse!

Step 3 – Hydrate

BJe Beards Hydration Mist evenly to prep follicles. Our hydration mist softens the beard and prepares it for your balm and oil.

Step 3 – Prep Balm

Scoop a pea-to-dime-size amount and add to the palm of your hands. Pause!!! * Do NOT rub your hands together before step 4!!!!

Step 4 – Add 3–4 drops of oil to balm and rub your hands together. Apply to beard. Make sure you rub the mixture all the way to skin. It is important that the skin is moisturized.

Step 5 – Take your comb of choice. Comb upward from the base of your neck. Most of you will comb down first and that is fine but let’s go up instead. Combing up first will lift the hair off the face so that you can distribute product evenly. Now comb down and style as you desire. One may notice the fullness or certain areas are more covered. This is my key to combing up first!!! Be sure to pull out your shears to take care of those wild hairs.

THE DAILY

Beard Routine

The Nightly Beard Routine

Nighttime is where growth support happens!

Step 1 – Cleanse your beard. You've been sweating, working, or wearing product all day. Same steps in your morning routine. Use a pea-to-dime size amount. Gently wash your face and beard in warm water. Rinse. Pat or blow-dry until slightly damp.

Step 2 – Instead of conditioning soak a warm towel. Wring out the excess water and gently wrap the towel around the beard for 2-3 minutes to open pores. This will relax the skin, improve circulation, soften the follicles, and prepare the beard to better absorb hydration/oils/balms applied afterwards.

Pause.....Hear me clearly....

If you have a Derma Roller (Optional Enhancement) this is when to use it,

My take..Derma rolling should be done at night ONLY, on clean skin to support circulation and product absorption.

You will use this 1-2 times per week.

AVOID DAILY USE TO PREVENT IRRITATION!!!

Gently roll over the beard area using light pressure. Roll horizontally, vertically, and diagonally, lifting the roller between passes.

Key Points while using the Derma Roller: Do not roll over active breakouts, cuts, or irritated skin, Skip balm immediately after rolling if the skin feels sensitive, and If irritation occurs, stop use completely to allow the skin to fully recover before resuming.

Step 3 – Hydrate your beard. Mist the beard lightly to restore moisture and prevent overnight dryness. Be sure to evenly coat the beard and skin beneath.

Step 4 – This will be the same process as your morning routine. Add 3-4 drops of oil to balm and rub your hands together. Apply to beard. Make you rub mixture all the way to skin. It is important that the skin is moisturized. This seals in hydration, nourishes follicles, and supports overnight recovery.

PRODUCT LIST

01

BEARD WASH (HEMP-INFUSED)

A hemp-infused beard wash crafted to cleanse without compromise. It removes buildup while preserving the beard's natural balance, calming the skin and preparing the foundation for strong, healthy growth worthy of a well-kept crown.

02

BEARD CONDITIONER

A softening conditioner designed to restore moisture, flexibility, and control. It strengthens the beard from root to tip, reduces breakage, and refines texture—leaving the beard smoother, more disciplined, and easier to command.

03

HYDRATION MIST

A lightweight hydration mist created to revive, soften, and prepare the beard for nourishment. It replenishes moisture at the skin level and enhances absorption, ensuring the beard remains conditioned, resilient, and well-kept throughout the day.

04

OIL & BALM

Beard oil nourishes the skin and supports follicle health, while balm seals in moisture and provides light structure. Together, they protect growth, enhance fullness, and maintain a beard that reflects consistency, control, and authority.

4 / PATCHINESS: THE MOST COMMON STRUGGLE

Patchiness is not failure. It is development in progress. Beards do not grow evenly. Follicles activate in cycles, and some areas respond faster than others.

What looks like “lack of growth” is often one of three things:

- Timing
- Skin environment
- Breakage

Patchy zones are typically the last to mature – not the least capable.

When the skin beneath the beard is dry, inflamed, clogged, or stripped of moisture, follicles cannot perform at full capacity. Growth may be happening, but it will not thrive in an unhealthy environment.

At the same time, many men mistake breakage for “no growth.” Hair can grow and still never appear fuller if strands are snapping from dryness, friction, over-washing, or aggressive grooming. Patchiness is rarely permanent. It is usually a signal that the foundation needs support.



Why Patchiness Persists

1. Unbalanced Skin- Dryness, irritation, product buildup, and over-cleansing.
2. Breakage Instead of Retention- Rough texture, Split ends, Beard never appears longer, Patch areas seem to “reset.
3. Inconsistent Routine- Beard growth responds to repetition and random care produces random results.
4. Over-Trimming Too Early- Trimming out of frustration removes the very length needed to create visual fullness.

4 / PATCHINESS: THE MOST COMMON STRUGGLE

The Patchiness Protocol (Inside This Blueprint)

If you do nothing else, do this: 1 – Support the Skin. Hydrate consistently. Oil + balm daily to seal with balm to reduce moisture loss.

2 – Protect What Is Growing. Comb gently. Avoid hot water daily. Avoid harsh soaps. Reduce friction at night.

3 – Commit to Time. Growth cycles shift over 30, 60, and 90 days – not 7.



"EVERY STRONG BEARD PASSES THROUGH A PATCHY STAGE. WHAT SEPARATES FRUSTRATION FROM FULLNESS IS PATIENCE, PROTECTION, AND THE DISCIPLINE TO STAY CONSISTENT WHEN THE RESULTS AREN'T IMMEDIATE. " – ALICIA JENAY

What to Expect

30 Days- Improved texture, reduced itching, better moisture retention. 60 Days- Patch zones begin to soften visually. Breakage reduces. Beard appears more connected. 90 Days- Density becomes noticeable. Fullness looks intentional. Confidence rises.

For some men, transformation continues beyond 6 months. That is normal. Patchiness is not something you panic through. It is something you discipline through.

Ready to Go Deeper?

If patchiness is your primary struggle and you want a detailed breakdown of: Follicle activation cycles, targeted patch-zone strategy, advanced retention methods, derma rolling science, weekly structure planning

→ Continue with the Patchiness Protocol™ Deep Guide



5 GREY BEARDS: STRENGTH, NOT DECLINE

Grey hair in the beard is not a flaw — it's a shift in pigmentation, not a loss of quality or vitality. As men age, the body gradually produces less melanin, the pigment responsible for hair color. When melanin decreases, hair grows in grey or white. This process is natural, genetic, and unavoidable for many men — and it often appears in the beard before the scalp.

- Grey does not mean weaker growth.
- Grey does not mean thinning follicles.
- Grey does not mean the beard is “past its prime.”

What it does mean is that the beard now requires different care.

GREY IN THE BEARD
ISN'T A LOSS OF
POWER – IT'S A
REFLECTION OF
EXPERIENCE. WHEN
IT'S CARED FOR
PROPERLY. IT BECOMES
A MARK OF.
CONFIDENCE,
NOT AGE.”
ALICIA JENAY

5 / GREY BEARDS: STRENGTH, NOT DECLINE

Why Grey Beards Feel Different

Many men notice changes once grey hairs appear. This isn't imagined. Grey hairs tend to be: Coarser in texture, Drier yet more brittle, Less flexible, and More resistant to moisture. Because melanin also plays a role in hair structure, its absence can make grey hairs feel wiry, stiff, or uneven compared to darker strands.

Without proper care, this can lead to:

- Increased breakage
- Frizz and rough texture
- Patchy appearance caused by dryness, not lack of growth

The solution isn't trimming them away – it's adjusting the routine.

How to Care for a Grey Beard Properly

Grey beards thrive with moisture, patience, and protection.

1. Hydration Is Non-Negotiable

Grey hair loses moisture faster. Regular hydration helps soften the hair and improve manageability.

- Use hydration mist daily
- Apply oil consistently to nourish the skin and hair
- Seal with balm when needed to reduce moisture loss

2. Gentle Cleansing Matters

Over-washing strips grey hair quickly and leaves it brittle.

- Wash less frequently
- Avoid harsh soaps or shampoos
- Focus on cleansing the skin without rough handling

5 / GREY BEARDS: STRENGTH, NOT DECLINE

3. Conditioning & Warm Towel Treatments

Grey beards benefit greatly from softening treatments.

- Use conditioner as needed
- Incorporate warm towel treatments to open pores and improve absorption
- Always follow with hydration and oil

4. Protect the Hair

Grey hair is more prone to breakage.

- Comb gently (Spray hydration mist on it first)
- Avoid aggressive brushing
- Protect the beard at night with a satin or silk surface

Grey Does Not Mean Patchy

Many men confuse dryness and breakage in grey beards with patchiness.

What they're often seeing is:

- Hair snapping instead of being retained
- Texture differences between grey and pigmented hairs
- Dehydration making growth appear uneven

When moisture is restored and the routine is respected, grey beards often appear fuller, softer, and more intentional.

The Confidence Shift

Grey in the beard isn't something to hide – it's something to refine. A well-maintained grey beard signals: Maturity, Discipline, Confidence, and Presence.

Grey doesn't weaken a beard. Neglect does. The difference between a grey beard that looks neglected and one that looks powerful isn't age – it's care.





6 PRODUCT STRATEGY: WHAT WORKS (AND WHAT'S WASTE)

You don't need 12 products. You need the right ones in order.

Essentials:

Beard Wash
Beard Oil
Balm or Butter
Brush or Comb

What to Avoid:

- Heavy synthetic alcohol scents
- Cheap oils that sit on top
- Overwashing
- Dry brushing with no moisture



7

CONFIDENCE + IDENTITY

A Beard Is Discipline You Can See!

A man who shows up for his grooming shows up for his life. This isn't vanity, it is ownership.

A beard doesn't make you a man...But the discipline to grow one builds presence.

Confidence isn't something you wait for – it's something you practice.

Every time a man commits to his grooming, he reinforces discipline. Every day he shows up for himself, even when no one is watching, he builds trust with himself. That trust becomes presence. Presence becomes confidence.

A beard is not about appearance alone. It's a visible reflection of consistency, patience, and self-respect. It represents follow-through. The kind that shows up in how a man carries himself, how he moves through rooms, and how he handles responsibility.

When you take ownership of your grooming, you take ownership of your standards. You stop outsourcing confidence to circumstances and start building it through action.

That's identity!!



STYLING TIPS

Every beard grows differently. The goal of styling isn't to force your beard into someone else's – it's to work with what you have and present it with intention. The right styling approach can make a beard look fuller, more balanced, and more refined at any stage of growth.

PATCHY OR EARLY-STAGE BEARDS

When growth is uneven, less manipulation is more effective.

Styling Focus:

- Keep lines soft, not sharp
- Avoid heavy trimming that exposes patchy areas
- Let length create coverage naturally

Tips:

- Use oil + balm daily to soften hair and reduce contrast between dense and lighter areas
- Comb downward instead of outward to encourage uniform appearance
- Avoid hard cheek lines until growth matures

Goal: Make the beard look intentional while it's still developing.

SHORT BEARDS (STUBBLE TO 1 INCH)

Short beards rely on precision and maintenance.

Styling Focus:

- Clean neckline
- Minimal shaping
- Healthy skin underneath

Tips:

- Keep the neckline tidy, but don't trim too high
- Use oil + balm even at short lengths to prevent dryness and flakes
- Brush lightly to train direction

Goal: Sharp, disciplined, and well-kept – not overworked.

MEDIUM LENGTH

This is where shape and balance begin to matter.

Styling Focus:

- Structure without stiffness
- Even distribution
- Controlled volume

Tips:

- Use oil + balm for light hold and shaping
- Comb from the neckline outward to distribute hair evenly
- Trim sparingly and only to maintain shape, not reduce bulk

Goal: A beard that looks full, controlled, and deliberate.

LONG OR FULL BEARDS

Long beards require protection and intention.

Styling Focus:

- Moisture retention
- Breakage prevention
- Defined shape

Tips:

- Always hydrate before styling
- Use oil + balm together to soften and seal
- Detangle gently from ends upward
- Avoid over-brushing, especially when dry

Goal: Strength, length retention, and presence.

STYLING TIPS

Every beard grows differently. The goal of styling isn't to force your beard into someone else's – it's to work with what you have and present it with intention. The right styling approach can make a beard look fuller, more balanced, and more refined at any stage of growth.

GREY OR SALT + PEPPER	STYLING RULE
Texture matters more than length. Styling Focus: • Softness • Moisture • Reduced frizz Tips: • Prioritize hydration mist and oil • Use warm towel treatments to soften hair • Avoid aggressive brushing • Let the color variation work for you – not against you Goal: Refined, distinguished, and intentional.	The Styling Rule That Applies to Every Beard Don't style out of frustration. Style from a place of patience and control. When grooming becomes reactive, progress slows. When it becomes intentional, the beard follows. A well-styled beard doesn't hide flaws – it highlights discipline.

Continue the Blueprint

IF THIS GUIDE CLARIFIED YOUR BEARD JOURNEY, THE NEXT LEVEL IS ABOUT APPLICATION. EXPLORE DEEPER ROUTINES, FOCUSED PROTOCOLS, AND ADVANCED GUIDANCE DESIGNED FOR MEN WHO ARE READY TO MOVE WITH INTENTION – NOT GUESSWORK.

[→ CONTINUE WITH THE BEARD GROWTH BLUEPRINT SERIES ON OUR WEBSITE](#)

FAQS

HOW LONG DOES IT TAKE TO GROW A FULL BEARD?

Beard growth is gradual and varies by individual. Most men notice visible changes within 30–60 days, with fuller development occurring between 3–6 months. Consistency matters more than speed.

WHY IS MY BEARD PATCHY IN CERTAIN AREAS?

Patchiness is normal. Beard follicles activate in cycles, and some areas mature later than others. Patchy growth does not mean your beard won't fill in — it means it's still developing.

SHOULD I TRIM MY BEARD WHILE IT'S PATCHY?

Avoid trimming out of frustration. Light maintenance is fine, but excessive trimming resets progress. Length often creates coverage, balance, and fullness over time.

HOW OFTEN SHOULD I WASH MY BEARD?

Most men do not need to wash their beard daily. I would recommend washing every other day, depending on your activity level. Over-washing can strip moisture and irritate the skin. Clean as needed and focus on hydration and protection in between washes.

DO BEARD OILS ACTUALLY GROW HAIR?

Beard oils do not create new follicles. They support healthy skin, reduce inflammation, prevent breakage, and create an environment where your natural growth potential can thrive.

WHAT CAUSES BEARD FLAKES?

Beard flakes are usually caused by dryness, irritation, or product buildup — not poor hygiene. Proper hydration, gentle cleansing, and consistent oil use typically resolve flakes.

IS IT NORMAL FOR MY BEARD TO FEEL ITCHY?

Yes, especially during early growth stages. Itchiness is often a sign of dryness or irritation. Hydration and proper skin care significantly reduce discomfort.

DOES A GREY BEARD MEAN WEAKER GROWTH?

No. Grey hair reflects a change in pigmentation, not follicle strength. Grey beards often require more moisture and conditioning but can be just as full and healthy.

WHAT IF I STOP SEEING PROGRESS?

Growth is not linear. Plateaus are normal. Stay consistent, avoid changing products too frequently, and allow time for cycles to complete.

FINAL WORD

We Made It!!
Your Journey Starts Today.

If you take nothing else from this guide, remember this:

You don't need perfect genetics.
You don't need overnight results.
You don't need to compare your journey to anyone else's.

What you need is what you now have —
clarity, structure, and a system that works when you stay consistent.

A beard isn't grown through guesswork.
It's built through intention, routine, and patience applied daily.

Every step you take from here forward reinforces discipline.
Every day you show up for your grooming, you show up for yourself.
And over time, that consistency becomes visible — not just in your beard, but in how
you carry yourself.

This isn't about chasing approval. It's about ownership. It's about presence.
It's about becoming the kind of man who finishes what he starts.

You now have the blueprint.
The routine.
The understanding.
The rest is repetition.
And when the beard comes —
because it will —
it won't just frame your face.
It will speak before you do.

THANK YOU

Thank you for trusting me and allowing this guide to be part of your journey. This wasn't created to give you quick fixes or empty promises – it was built to give you understanding, structure, and something you can return to as you grow.

Choosing to invest in yourself is not a small decision. It reflects discipline, self-awareness, and a willingness to commit to the process even when progress feels slow. That mindset matters more than any product or routine.

Every page in this blueprint was written with intention – to remind you that growth is built through consistency, patience, and care applied daily. Not rushed. Not forced. Just respected.

Use this guide as a reference, a reset, and a reminder of what you're capable of when you stay committed. And know that the work you put in from here forward will show – not just in your beard, but in your presence and confidence.

I appreciate you for being here.
And I'm honored to be part of the discipline you're building.

LOVE ALWAYS
ALICIA JENAY

TESTIMONIALS

THE THINGS THEY SAY



RODNEY

Great smell and Great softener!

I received my Balm and Oil with an added vanilla spray. The smell was perfect from the oil. The combo of the oil and balm made my beard softer than I've experienced. I will definitely be trying other fragrances. This product gets a full "10" from me. The oil isn't as heavy as other products I've used but it works even better.



JARET

Great Scent,

Well Hydrated Beard! Met the owner at a conference and she was great. I've been using this product for over a month now and my beard feels great. Switched from Scotch & Porter to this and haven't looked back!



GREG

Phenomenal product!!

I have tried several scents and have not been disappointed yet. Also, I have received my products in a timely manner.

THE 90-DAY COMMITMENT

You don't need another product. You don't need another tutorial. You don't need another opinion. You need commitment. Beard growth isn't a mystery. It's a discipline. And discipline only works when it's sustained.

For the next 90 days, your only job is **Consistency!!!**

Not perfection.
Not intensity.
Consistency.

The 90-Day Standard

For 90 days, you will:

- Follow the daily routine
- Stop switching products every week
- Stop trimming out of frustration
- Hydrate consistently
- Protect the skin beneath the beard
- Trust the timeline

No shortcuts.
No panic decisions.
No comparison.

What This Requires

It requires you to stop reacting. It requires you to stop checking the mirror every morning looking for overnight transformation. It requires you to trust the process long enough for the cycles to change. Beard growth happens beneath the surface before it becomes visible above it. If you quit too early, you never see what was developing.

What Happens When You Commit

At **30** days, you feel it. At **60** days, you see it. At **90** days, other people notice it. And what changes most isn't just the beard.

It's the discipline. It's the patience. It's the identity of a man who finishes what he starts.

The Agreement

This is your moment. Not to hope. Not to try. But to commit.

- Commit to 90 days of structure.
- Commit to protecting what's growing.
- Commit to showing up for yourself daily.

Because a powerful beard isn't built by accident.

It's built by a man who decided to stop quitting.

Sign it mentally.
Start it today.
Finish it strong.

TOP PRODUCTS

you should try

THE GROOMING DUO

\$39.99

THE KING KIT

\$49.99

THE COMPLETE KIT

\$110.00

ROYAL DELUXE KIT

\$155.00

BEARD WASH & CONDITIONER

\$17.97



CONTACT US



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”

NOTHING IN THIS PROCESS
WORKS BECAUSE IT'S FAST. IT
WORKS BECAUSE IT'S
CONSISTENT. WHEN YOU
COMMIT TO THE ROUTINE,
THE GROWTH FOLLOWS –
AND OVER TIME, THE
RESULTS SPEAK FOR
THEMSELVES.”

Alicia Jenay

NOTES

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NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.