

Beard Growth Blueprint — Quick Guide

Daily Beard Routine (AM + PM)

AM ROUTINE

1. Cleanse: Gently wash your face and beard. Pat or blow-dry until slightly damp.
2. Hydrate: Spray BJe Beards Hydration Mist evenly to prep follicles.
3. Prep Balm: Scoop a pea-to-dime-size amount and melt between hands.
4. Add Oil: Add 2-3 drops of oil into melted balm and blend.
5. Comb: Detangle and shape using a beard comb.

PM ROUTINE

1. Rinse beard with warm water.
2. Apply a light layer of oil to protect overnight.
3. Gently comb through to prevent knotting.
4. Optional: Satin beard wrap or pillowcase for moisture retention.

*If you have a Dermer roller, use during your PM routine. Use after Step 1. Then apply your oil. This helps the oil to absorb into the skin better. For more purchase our Beard Growth Blueprint.

How to Apply Beard Oil Correctly

- ◇ Apply on a damp beard.
- ◇ Start by massaging the skin and follicles for 20-30 seconds.
- ◇ Work oil outward into beard strands.
- ◇ Comb through for even distribution.

Amount Guide:

Short: 2-3 drops

Medium: 4-6 drops

Long: 7-10 drops

How to Apply Beard Balm Correctly

- ◇ Melt balm fully between your palms.
- ◇ Press into beard, focusing on outer layer for hold.
- ◇ Apply lightly to inner beard if dry.
- ◇ Comb or brush into final shape.

Beard Comb Technique

1. Start at the bottom and comb upward to lift and separate hairs.
 2. Comb downward to shape.
 3. Move slowly to avoid pulling hairs.
 4. Use wide-tooth combs; avoid tight plastic combs.
- Tip: Comb once in the morning and once at night.

Hydration Tips for Beard Growth

- ◊ Drink half your body weight in ounces of water daily.
- ◊ Use beard oil twice daily.
- ◊ Avoid hot water.
- ◊ Use beard mist or leave-in conditioner 3-4 times weekly.
- ◊ Reduce caffeine and sugar.
- ◊ Eat foods rich in zinc, vitamin D, biotin, omega-3.

Growth Mistakes to Avoid

- ◊ Using hair products on your beard
- ◊ Applying oil on a dry beard
- ◊ Over-brushing or pulling knots
- ◊ Shaving to "make it thicker" (myth)
- ◊ Not washing off salt, sweat, food, chemicals
- ◊ Excessive heat from blow dryers
- ◊ Ignoring the skin under your beard

Weekly Growth Checklist

- ◊ Wash beard 2-3 times
- ◊ Deep condition 1-2 times
- ◊ Apply oil AM + PM
- ◊ Apply balm 3-5 days a week
- ◊ Stay hydrated
- ◊ Comb morning & night
- ◊ Trim split ends only
- ◊ Clean beard tools
- ◊ Review progress weekly

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