

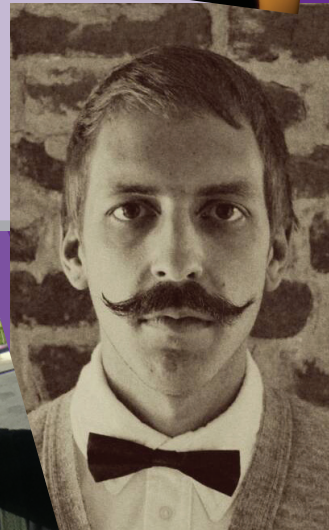
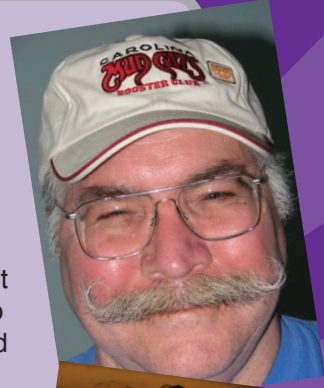


How To...
GROW *Style* ^{and} **Maintain**
_a
Handlebar
MOUSTACHE

by: Joel Engelberth

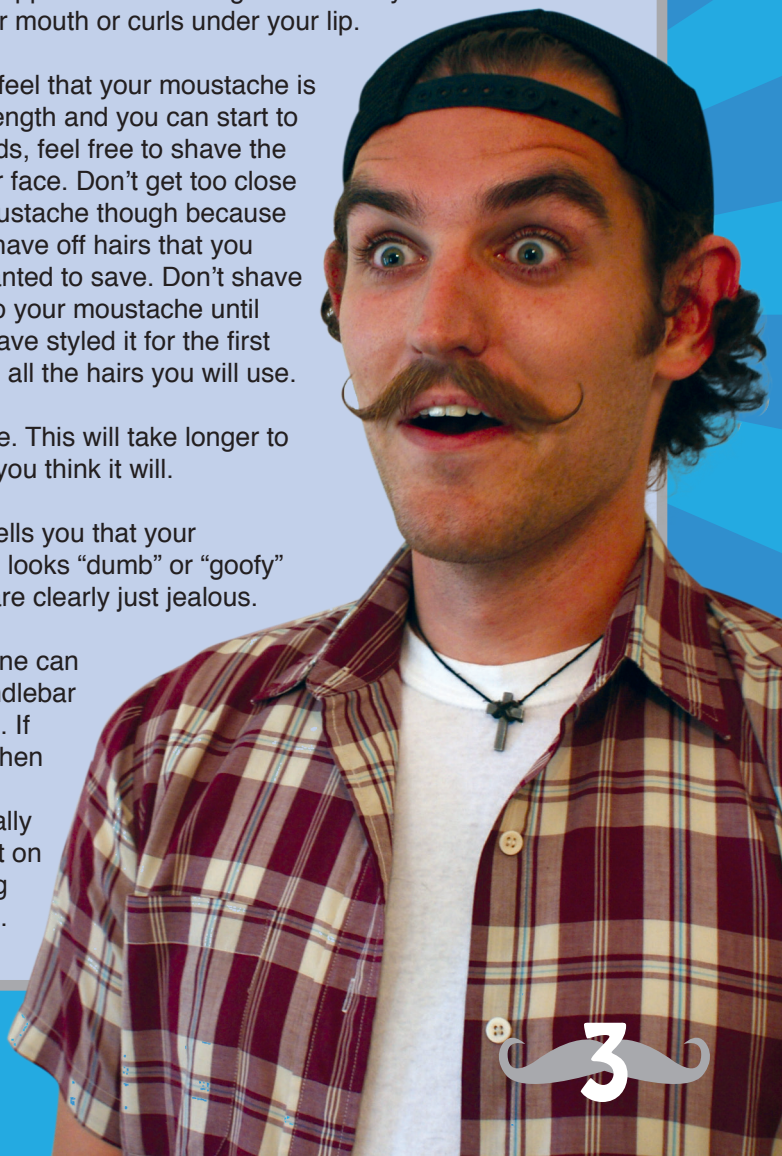
Important things to know

- Handlebar moustaches look good on everyone. Period. This is a proven fact.
- Growing a handlebar moustache takes a long time. Be prepared to spend at least 3 months growing it out before you see any real results. Don't give up on it! You won't regret it.
- Maintaining and styling a handlebar moustache is a lot of work. If not well kept then the hair will get down into your mouth and will be an annoyance while eating and drinking. Be prepared to use a lot of napkins to keep your moustache clean.
- The most important part of styling your moustache is "training" the hair to stay in the handlebar shape. The only way to achieve this is by styling it in the exact same way day after day until it starts to hold its shape on its own.
- There are different views on what the best products are to style a handlebar moustache, but they usually consist of either a wax or a kind of hairspray. I feel that waxes work best for shorter moustaches (5 inches and below) while a hairspray works better for longer ones. Some feel that wax is too messy, but wax does withstand heat and humidity a lot better than a hair spray does.
- Other key items needed for an amazing handlebar moustache are a fine-toothed comb and a mirror.



Growing Your Moustache Out

1. If you don't want to grow out just the hair above your lip, then growing out your entire beard is a great option. This will cause you to look like a lumberjack way before you look like a sophisticated gentleman.
2. Don't trim any part of your moustache. You will need all of it for structural support. Resist all urges to bite any hair that gets in your mouth or curls under your lip.
3. When you feel that your moustache is of proper length and you can start to curl the ends, feel free to shave the rest of your face. Don't get too close to your moustache though because you may shave off hairs that you actually wanted to save. Don't shave too close to your moustache until after you have styled it for the first time to see all the hairs you will use.
4. Be patience. This will take longer to grow then you think it will.
5. If anyone tells you that your moustache looks "dumb" or "goofy" then they are clearly just jealous.
6. Not everyone can grow a handlebar moustache. If you can't, then I am sorry. You are really missing out on an amazing experience.



How to Style Y



Take your wax and warm up the tin between your hands. You can let your body heat do the work just by keeping the tin in your pocket for a while. After the wax has softened take your index finger and push it across the wax causing some of it to slide onto the top of your fingernail.

2

Transfer the wax from the top of your fingernail to the pad of your thumb and split the amount of wax between your two thumbs. Start to massage the wax between your thumbs and index fingers of both hands.



3

Work the wax into your moustache starting in the center and working your way out towards the tips. Make sure to style the hair out towards the ends to keep it out of your mouth. Continue to work wax in until you get to the ends where you should pinch and twist the tips.



4



Your Moustache

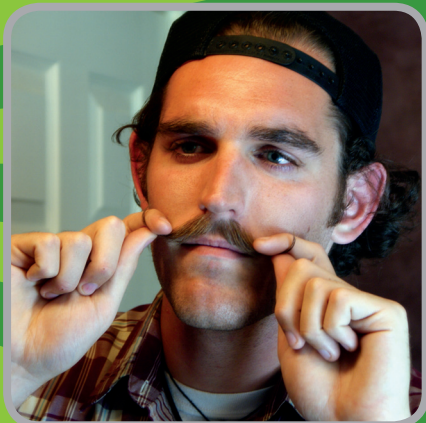


4

Comb both sides of your moustache to undo any of the bunching that has occurred. This helps your handlebar moustache look more natural at the end and not really waxy. It also makes it feel not as messy.

5

Now gently pinch and direct the hair outwards towards the ends. Don't pinch too hard or it will bunch up again. To curl up the tips, slide your index fingers behind the ends of the moustache, then curl the tips between your thumb and index finger, pulling upwards to achieve the desired look.



6

Your handlebar moustache is now complete! The wax will continue to harden over the next 10 minutes so gently continue to nudge it to achieve its perfect form. If all steps were done correctly, your moustache should hold its shape all day.





Maintaining Your Moustache

The wax doesn't need to be washed out every day because it usually will dry to the hair or rub itself out of the hair throughout the day. When you do want to wash the wax out, it can be removed with warm water and soap. You can also use shampoo or conditioner if desired.

It is recommended to completely wash out the wax from your moustache at least once a week. After it is completely scrubbed out, you will have to use more wax on your moustache than you normally do. Otherwise just reapplying a little bit of wax every morning should work fine.

Another method to remove the wax is to use a good quality plant oil and rub some into the waxed moustache with your forefinger and thumb. Let it sit for a couple of minutes before easily washing the oil and wax out. In addition to cleaning it well, this also provides a healthy treatment for your moustache.



Products and Testimonies

Pictured below are the three different waxes offered by Firehouse Moustache Wax: Light, Dark, & Wacky Tacky (From left to right). The Light wax works best on white or light colored hair. The Dark is really not “dark” but will work well with brownish colored hair. It can be considered more of a neutral color and can work well on all colors of hair. The Dark wax is a little stiffer than the Light, but both set up really well.

“Wacky Tacky” appears very dark in the tin, but out of the tin tends to be lighter in color. It works well on a wide variety of different colored hair, and you apply it the same way as the others. It’s just like it’s name, wacky and tacky! All three waxes have different aromas but do not have a perfume like smell. They actually smell quite good. One application in the morning should work great for the whole day, even in hot, sweaty conditions.



I absolutely love the Wacky Tacky moustache wax. I've got a new and growing 'stache that is dying to fully utilize it's potential! Cheers for the quality product and service.

-Matt M. (Brewer, ME)

This is my second order making it four cans of your fine (Wacky Tacky) wax that I have been using to grow my handle bar mustache. I love your product and I constantly get attention for my well groomed mustache. Keep up the great work and sending out your product. I highly recommend your product to readers and do so to everyone I encounter with a 'stache. Sincerely,

-Hector F. L. (Vacaville, California)

Simply amazing. This stuff holds better than any other. It took my morning routine mustache styling from half an hour to about 3 minutes. It just STAYS the way I place it. You guys really know your stuff. Thank you!

With Regards

-Alex E. (Federal Way, WA)



Creator of Firehouse Moustache Wax, John Pitts



I've sported a moustache for 23 years now and, in the past couple years, started handle-barring again. I have used waxes off and

on during the past 23 years. The problem I ran into was that twice I found a wax I liked and then they no longer became available. I experimented in making my own wax but always would give up and let the idea rest. This last time I was bound and determined to make a product I could use, so I brought my ingredients to the fire station when I was off to experiment more. The men at the station got right in the middle of it, often offering ideas, help and even some referrals. Thus the name for the wax was created. So when off and on at the station for the next month I added and took away ingredients and came up with today's product.

My goal was to make a wax that had all the good features of a fine wax. To me this meant having a wax that would have a good hold but be workable and easy to apply. Since I work outdoors as a fireman and a farrier in Mississippi where the year round humidity and summer heat wreak havoc on moustaches, I had a really big

challenge ahead of me.

When I first contemplated the idea of marketing a wax, I had an additional thought. One, I wanted to give something back to organizations who help lots of people and two, why not let the consumer be involved by letting 25 cents per tin go to a different charity each year. Thus came the idea of having a counter on my website that is updated each month to let the consumer know how much has been donated so far in that year.

I hope I have created a wax that can be enjoyed by most. Whether you are trying to hold a certain shape or control unruly hairs, this wax is easy to apply and will not run.

Whichever color wax you choose and however you decide to apply it, I hope you'll be pleased with our product and that it will be just what you've been looking for in a good wax.

- John Pitts

