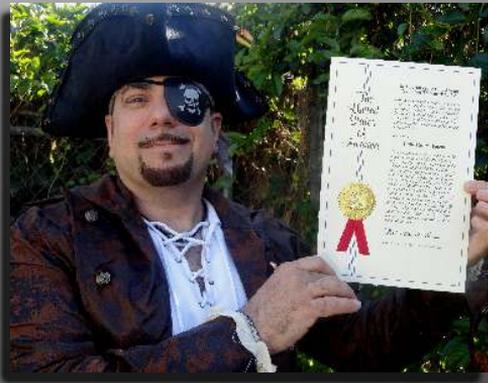


WHY DO WE NEED ANOTHER BEARD DYE?

Because off-the-shelf beard dye can cause problems. Our founder, Cap'n Jim, has experienced his own beard dye journey. When our intrepid Cap'n dyed his beard for the first time, he realized what an unpleasant experience beard dye can be: the hassle, the time, the mess, the brutal ammonia stench. Yikes! But the second beard dye experience was even worse. Cap'n Jim got an itchy rash. Plus it was too uniform and looked fake. Harsh drugstore beard dye was, from then on, out of the question for him. At the same time, Cap'n Jim didn't want to shave his manly mustache and beard -- or live with looking like Graybeard himself.



HOW WAS BLACKBEARD FOR MEN BEARD COLOR INVENTED?



Cap'n Jim searched men's grooming products far and wide for a different kind of beard dye. Was there a hypoallergenic beard dye? A natural beard dye? A safe beard dye? An organic or hypoallergenic beard dye? Unfortunately, there was nothing that worked for him. Hence, as many a Cap'n had done before him, he sailed the seven seas in his quest to invent a simple beard color and men's grooming solution. And that's how **Blackbeard for Men** came to be.

Blackbeard for Men is **temporary beard color, not a dye** -- a unique, patented, easy-to-use cosmetic formula. Unlike beard dye, it does not penetrate the follicles -- which means no rash or skin reactions even on most sensitive skin. Just ask the Cap'n. He's been using Blackbeard for Men's temporary beard color daily since he invented it in 2012.

WHAT BE THE ADVANTAGES OF BLACKBEARD FOR MEN VS. BEARD DYE?

Apart from being hypoallergenic, with none of the harsh chemicals found in beard dye like PPD, MEA and ammonia, Blackbeard for Men beard color has several advantages over beard dyes:

Firstly, the results look **100% natural**. Ye may have noticed that quite often ye can tell if someone has used beard dye because their beard looks too uniform, or too dark. If ye look at a non-dyed beard, you'll notice that it's never completely uniform. With Blackbeard for Men's beard dye ye can vary the color intensity, and ye can even leave some gray around the edges for an even more natural look. Some of us rogues quite like doing that because it makes us look distinguished and mature -- but not old.

Secondly, Blackbeard for Men's beard dye is **hassle-free**. It only takes a few seconds to apply; no mess and no cleanup afterwards.

Thirdly, it's **fast and easy**. Some beard dyes come with quite the instruction booklet. Sometimes you even need to mix yer own beard dye together while wearing plastic gloves -- making ye feel like a budding chemist. Application takes 5 minutes or more, and then ye need to take a shower -- all the while breathing acrid, chemical fumes right up yer nose. Awful. All it requires is being able to open the bottle, hold on to the applicator and brush it through your beard. **Applies in under a minute**, looks natural, and lasts all day.

Lastly, **Blackbeard for Men** is **economical** compared to other beard dyes or men's mustache and beard color products. One tube of Blackbeard for Men (assuming a well-groomed beard) lasts about four to six weeks with daily application, whereas most beard dyes will only have a few applications in a package.

7 NASTY CHEMICALS

OFTEN FOUND IN

BEARD DYE

PPD AKA para-phenylenediamine. Used for dark color shades. Made from coal tar, a petro-chemical that includes benzene, naphthalene, phenols and other chemicals.

DANGER HYDROGEN PEROXIDE

Hydrogen Peroxide
Strips color away, alters hair structure and makes hair brittle.

DMDM Hydantoin

A preservative that slowly releases formaldehyde. May cause tissue irritation and affect the immune system.

Ammonia

Opens up the cuticle so the dye can enter the shaft. Can cause burns and lung irritation.

Resorcinol

A benzene variant used mainly in glue. Side effects include skin irritation, diarrhea, rash, slow heart rate, vomiting and shortness of breath (to name a few.)

Lead Acetate

Gradually darkens hair with repeated use. Canadian and EU health authorities have banned lead from hair dyes.

Ethanolamine (MEA)

Derived from ammonia, MEA is an industrial detergent used in cleaning products. Side effects: blistering, rash, itching, shortness of breath, burning in the lungs.

Do your research and remember to do a skin test with any products that come into contact with your skin. www.BlackbeardforMen.com

CAN I USE BLACKBEARD FOR MEN WITH OTHER BEARD DYES?



Aye! If ye like the beard dye yer currently using, Blackbeard for Men can still help ye, lads! Ye may have noticed that yer beard's gray roots emerge within days of applying beard dye -- a dead giveaway that yer mustache and beard is dyed. Do ye really want to go through the painstaking, time-consuming process of dyeing again so soon? Arrgh!

Use Blackbeard for Men instant, brush-on mustache and beard color to touch up yer beard's gray roots and nobody will be the wiser -- and greatly **extend the time between dye jobs**. And don't forget, ye can use it to hit any gray in the temples as well. Vanquish the gray in seconds -- no muss, no fuss.

EVEN WORKS ON YER EYEBROWS, MATEY

Speaking of touch-ups: Blackbeard for Men instant, brush-on mustache and beard color is also safe and effective for sideburns and **even yer eyebrows**. Ye may have noticed that eyebrows may turn gray before the hair on top of your head, and considering their prominent location, it's quite obvious to other pirates that ye be headed towards the gray zone. Unlike any other beard dye, ye can absolutely use Blackbeard for Men on your eyebrows to give ye an instantly younger look. Unlike harsh chemical beard dye, there's no need to worry about getting ammonia in yer eyes. Just don't be pokin' yerself in the eye with our handy applicator brush, lads. Ow.



NEED YE MORE INFO?

Blackbeard for Men instant, brush-on mustache and beard color comes in four colors: **Black, Dark Brown, Brown/Black and Brown/Auburn**. If ye have any questions we haven't answered, please check out our [FAQ page](#) or send us an [email](#). We're always happy to hear from ye.



See for yourself how well Blackbeard for Men works on our [before & after page](#), brimming with photos sent to us by happy customers. Our [videos](#) will tell ye about the benefits of using Blackbeard for Men's mustache and beard color (and may provide ye with a few guffaws as well.)

As ye may have noticed, we like talkin' about men's grooming, beards and beard dye. On our award-winning [beard blog](#) ye will find a treasure chest overflowing with everything from home remedies to common beard problems or the effects testosterone has on yer beard growth, to the best beard styles, mustache and beard grooming implements, and of course, tall tales of the Cap'n's adventures on the high seas.

GET YOUR BEARD ON.