



FAQ & Guidelines for retailers

(January, 2017)

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## About Raedical

Raédical is a brand with a clear concept and strong values inspired and influenced by radical sports, music, crafts, ideas and nature. We designed a range of everyday use products for those, who love to push the limits, value freedom and creativity and strive for perfection. Our collection consists of all natural products that will help you nurture, maintain, moisturize and regenerate your beard, mustache and skin underneath. All our products are handmade from 100% natural, certified, synthetic free and vegan friendly ingredients!

## Raedical Beard Oil Collection

### What is Beard oil?

Beard oil is an everyday cosmetic product used to nurture and moisturize the skin under the beard to keep it soft, shiny, and smooth. Beard oil mimics the natural oils produced by skin, such as sebum, and is composed of 100% natural carrier and essential oils.

### Benefits

- Moisturizes the skin under the beard,
- Protects against frostbites, sunburns, dust and salt
- Hydrates the skin and beard
- Prevents flaking, dandruff and skin dryness
- Regenerates damaged skin underneath the beard and accelerates healing
- Helps prevent in-grown hair
- Softens the beard and keeps it smooth and shiny
- Helps prevent split ends,
- Easier grooming
- Prevents itching

## How to use Rædical Beard Oils

To apply Rædical beard oil (without the dropper) open the bottle, place the open palm of your hand on the top of the bottle and tip it upside down and then back again. If you prefer dropper dispensers, simply remove the aluminum cap and install added plastic dropper insert first.

Pour a dime size amount of beard oil to your hand. Evenly spread the oil between both palms of your hand and rub it into your beard and skin underneath to give it a shiny and healthy look. The oily feeling afterwards is normal and will go away as soon as it penetrates your skin.

For best results apply once a day. One 30 ml bottle (1 fl oz.) will last for about 2 to 3 months, depending on the size of your beard.

## Warnings and handling

Rædical oils are 100% pure and natural that contain nut/tree nut oils. Test for allergens before applying and discontinue use if any irritation occurs. Keep out of children reach. For external use only. Do not use on open wounds. Avoid contact with eyes.

Store away from light and heat at constant temperature up to 25°C. Use within 6 months of opening.

## About Ingredients

All Rædical oils and waxes are handmade in small batches using only the purest, best quality and fully certified natural ingredients demanded by ISO 9001 standard. We choose our suppliers carefully and we make sure, that our suppliers are equally passionate about their work as we are about ours.

All ingredients are synthetic free and vegan friendly (except waxes). We never test our products on animals nor do we purchase from the suppliers that do. We are strongly against any kind of violence against animals and support their rights.

**Jojoba oil**

Jojoba oil as our main ingredient, gives our oils distinctive golden look. Unlike other oils, jojoba is very similar to human skin oil and is therefore easily absorbed. It kinda tricks the skin into thinking it has produced enough oil and thus balance oil production. Because it doesn't evaporate like water based oils, jojoba moisturizes the skin and gives your bird a great shiny look.

**Argan oil**

Argan carrier oil with its anti-ageing properties, due to high levels of Vitamin E and saponins helps to reduce wrinkles by restoring the skin's water lipid layer while also cooling and soothes inflammation. It helps to cool skin that has been exposed to wind and the sun and also protects it in cold weather.

**Sweet almond**

Sweet almond oil is a lubricating oil which means that it doesn't really penetrate the skin thus protecting it and preventing in-grown hairs.

**Hazelnut oil**

Hazelnut perfectly enhances essential oils properties blended in our oils. It softens the skin beneath your beard and prevents acne and eczema.

**Castor oil**

Castor oil is a natural antiseptic and very penetrating. It helps with acne, dry skin and stretch marks. Because of the ricinoleic acid, it helps to prevent hair loss and strengthens the hair follicle. It also helps to prevent split ends and thinning hair. It is perfect for damaged beard.

**Natural essential oils**

We blend 100% pure essential oils of the highest quality to add a desired character to our beard oils and perfectly fit your personality and ego. Apart of their aromatic properties, each of these essential oils also provides an additional health benefits to our beard oils and mustache waxes.

## Raedical beard oil complete collection

Please visit our website [raedical.com](http://raedical.com) for low resolution and web optimized 72 dpi and 600 x 600 px images of our products, product descriptions and videos.

### **URBAN Beard Oil**

For all those casual moments your beard needs to look tidy, but still maintain that genuine “urban hunter” character.

We’ve blended 100% natural and highest quality jojoba, sweet almond and castor oils to give your beard a shiny and healthy look and highlight that radical urban character.

The unique and smooth blend of Urban beard oil will keep your beard soft and regenerate and moisturize the skin underneath. Urban beard oil comes in a beautiful, handmade walnut wooden case.

NOTES: Woodsy, floral & sweet character

#### INGREDIENTS:

- Sweet almond oil (*prunus amygdalus dulcis*),
- Jojoba seed oil (*simmondsia chinensis*),
- Castor oil (*ricinus communis*)
- Essential oils (Sandalwood, Vanilla)

### **URBAN SELECTION Beard Oil**

Urban Selection is our finest and premium evening blend! We've added a few extra touches to our milder Urban beard oil to expose your manliness and boost your confidence.

We've blended 100% natural and best quality jojoba, sweet almond and castor oils to give your beard a shiny and healthy look and added Hemp seed oil to highlight that radical urban character.

The selected blend creates a special, warm and radically potent manly character that blends perfectly with a fine vintage of wine, cognac, whiskey or a bottle of an old special ale! Urban Selection beard oil comes in a beautiful, handmade walnut wooden case.

NOTES: Sweet, citrusy, woody and reach character

INGREDIENTS:

- Sweet almond oil (*prunus amygdalus dulcis*),
- Jojoba seed oil (*simmondsia chinensis*),
- Castor oil (*ricinus communis*)
- Essential oils (Citrus, Sandalwood, Vanilla)

### **HACK Beard Oil**

This is our tribute to all the geeks, developers, designers and hackers, the rock stars of the new era.

We did some radical hacks ourselves and have developed our smartest formula from 100% natural and highest quality jojoba, sweet almond, hemp seed, castor and hazelnut oils that will keep your smart, geeky beard soft and ready for that important meeting in the morning.

The perfect blend of fruity and woody scents will keep you creative, focused and productive. Hack beard oil comes in a beautiful, handmade walnut wooden case.

NOTES: Woody, Floral & fresh character

INGREDIENTS:

- Sweet almond oil (*prunus amygdalus dulcis*),
- Jojoba seed oil (*simmondsia chinensis*),
- Hazelnut oil (*corylus avellana*),
- Castor oil (*ricinus communis*),
- Essential oils (Lemongrass, Cedarwood, Lavender)

## **MOVE Beard Oil**

The coolest, crispiest, edgiest and most radical beard oil in our collection. Specially designed to withstand extreme and “unpleasant” conditions like soft powder, hot tropical sun, salty ocean water and smelly mud.

With this in mind we've blended 100% natural and highest quality jojoba, argan, sweet almond, castor and hemp seed oils to virtually impregnate and moisturize your beard and protect your skin from frost bites, sunburns and sand scratches. Move beard oil comes in a beautiful, handmade walnut wooden case.

NOTES: Citrusy & fresh character

### **INGREDIENTS:**

- Sweet almond oil (*prunus amygdalus dulcis*),
- Jojoba seed oil (*simmondsia chinensis*),
- Argan oil (*argania spinosa*),
- Essential oils (Citrus, Eucalyptus, Lemongrass)

## **MOVE EXTREME Beard Oil**

Our sickest and most heavy duty blend designed for the biggest and most extreme sport enthusiasts and adrenalin junkies. So if you're thinking deep powder, boiling sea, muddy trails and hurricane winds, this is your best bet!

We've enhanced and upgraded our Move beard oil formula to help protect your beard and skin from dust, cold, sun, salt and other "unpleasant" things.

Move Extreme beard oil comes in a beautiful, handmade walnut wooden case and a durable aluminum bottle.

NOTES: Floral, minty fresh & fruity character

### **INGREDIENTS:**

- Sweet almond oil (*prunus amygdalus dulcis*),



- Jojoba seed oil (*simmondsia chinensis*),
- Argan oil (*argania spinosa*),
- Castor oil (*ricinus communis*),
- Essential oils (Citrus, Lavender, Peppermint)

### **RIFF Beard Oil**

Riff is the meanest, heaviest and most badass blend in our collection. Whether you are rocking it hard up on the stage or getting mental down in the pit, your beard is now safe from you and your buddies sweat and spilled drinks.

It wasn't easy but we've managed to come up with a blend of 100% natural and highest quality jojoba, sweet almond, hazelnut, castor and hemp seed oils to protect your punk rock beard and keep it all soft and shiny while also regenerating your skin for the next morning. Riff beard oil comes in a beautiful, handmade walnut wooden case.

NOTES: Woodsy, spicy and fruity character

#### **INGREDIENTS:**

- Sweet almond oil (*prunus amygdalus dulcis*),
- Jojoba seed oil (*simmondsia chinensis*),
- Hazelnut oil (*corylus avellana*),
- Castor oil (*ricinus communis*),
- Essential oils (Rosewood, Citrus, Bay)

### **CRAFT Beard Oil**

Workers unite! We've designed this special blend for all you craftsmen, laborers and union members that like to get your hands dirty and look good and tidy doing it.

This blend of 100% natural and highest quality jojoba, argan, sweet almond, hazelnut, castor and hemp seed oils will protect your beard against dust, fillings, sparks and other filth while keeping it moisturized, soft and shiny.

The fresh and woody character will keep you focused, creative and determined! Craft beard oil comes in a beautiful, handmade walnut wooden case.

NOTES: Woodsy character

INGREDIENTS:

- Sweet almond oil (*prunus amygdalus dulcis*),
- Jojoba seed oil (*simmondsia chinensis*),
- Hazelnut oil (*corylus avellana*),
- Argan oil (*argania spinosa*),
- Castor oil (*ricinus communis*),
- Essential oils (Cedarwood, Eucalyptus)

## **ZERO Beard Oil**

Sometimes, less is simply more! Zero is a fragrance free and high performance beard oil for those, who don't really care about the scent but seek functionality. Made from 100% natural and highest quality jojoba, sweet almond, hazelnut, argan and castor oils, Zero beard oil will protect and nurture your beard and give it a shiny and healthy look.

Although Zero beard oil doesn't contain any essential oils, it does however have a faint scent from natural oils used, which quickly dissipates..

NOTES: Scentless, faint natural scent

INGREDIENTS:

- Sweet almond oil (*prunus amygdalus dulcis*),
- Jojoba seed oil (*simmondsia chinensis*),
- Hazelnut oil (*corylus avellana*),
- Argan oil (*argania spinosa*),
- Castor oil (*ricinus communis*),

# Rædical XXXX Mustache Wax Collection

## About XXXX Mustache Wax Collection

The Rædical XXXX mustache collection was designed and developed in cooperation with the Slovenian freestyle Ski Cross racer, world champion, X-games silver medalist and two times Olympian Filip Flisar.

The name of the collection XXXX (four cross) stems from Filip's main ski discipline which also appears in other extreme sports like BMX, mountain biking etc.

## What is Mustache Wax?

Moustache wax is a stiff, 100% natural everyday cosmetic product used to shape and hold the mustache in place, especially at the extremities.

One of the main and unique features of Rædical XXXX mustache waxes, among others, is so called re-shaping. This enables users to re-shape their mustache without having to apply additional wax.

## How to use Raedical Mustache Waxes

To apply Rædical XXXX mustache wax scrape off desired amount of wax with the tip of your thumbnail, warm it between your fingers and apply it to your mustache directly. Start at the tips and work your way in.

Keep your wax warm and ready to use by keeping it in your pocket or warm it hair dryer before applying. All Rædical XXXX mustache waxes come in a handy stick that enables better pocket fit and keeps the wax warmer and easier to apply. Check out our super awesome video tutorial with Filip Flisar: <https://www.youtube.com/watch?v=Kic-Q6xl1Qo>

## Warnings and handling

Rædical XXXX mustache waxes are 100% natural and may contain nut/tree nut oils. Test for allergens before applying and discontinue use if any irritation occurs. Keep out of children reach. For external use only. Do not use on open wounds. Avoid contact with eyes. Store away from light and heat.

## About Ingredients

All Rædical waxes are handmade in small batches using only the purest, best quality and fully certified natural ingredients demanded by ISO 9001 standard. We choose our suppliers carefully and we make sure, that our suppliers are equally passionate about their work as we are about ours.

All ingredients are synthetic free and vegan friendly (except waxes). We never test our products on animals nor do we purchase from the suppliers that do. We are strongly against any kind of violence against animals and support their rights.

All Rædical waxes are made of 100% natural white beeswax, lanolin and shea nut butter.

## Rædical XXXX Mustache Wax complete collection

Please visit our website [raedical.com](http://raedical.com) for low resolution and web optimized 72 dpi and 600 x 600 px images of our products, product descriptions and videos.

### **IP66 Mustache wax**

IP66 is the sickest and most extreme wax in our Four cross collection by Filip Flisar. Inspired by industrial IP protection standards, we designed the strongest, most hardcore and heavy duty wax out there. Need proof? Check out our radical test series.

Its waterproof, powder-proof and party-proof formula protects your mustache against water, snow, dust and booze while keeping them perfectly shaped for hours! So skiers, surfers, bikers, party animals, adventurers and plumbers, look no further. IP66 mustache wax is the ultimate and only must-have tool you'll ever need.

IP66 is an extra hold and 100% natural mustache wax made from the finest and highest quality ingredients.

**WARNING!** Due to its extreme formula, IP66 really is a hardcore wax made for toughest occasions and thus slightly harder to apply. If you are looking for an everyday solution with still amazing hold, go for CAMBER mustache wax!

IP66 comes in a handy BFA free and 100% recyclable stick with a durable INOX urban multi-tool, 120 kg load A4 INOX carabiner and a handmade walnut wooden casing for an extra radical experience!

The small and convenient design enables better pocket fit which keeps the wax warmer and easier to apply.

#### INGREDIENTS:

- Beeswax white (cera alba)
- Lanolin
- Vanilla planifolia

#### **CAMBER Mustache Wax**

The most versatile all-rounder wax in our four cross collection by Filip Flisar. Inspired by racing ski technology, camber mustache wax also provides stiffness and precision, which makes it perfect for shaping and sustaining your handle bar shaped mustaches.

Camber is a medium hold, but make no mistake, still fairly strong, 100% natural mustache wax made from the finest and highest quality bees wax and lanolin!

Ultimately, Camber mustache wax is a perfect tool for those special occasions and weekends, when you need to look nothing less than perfect... being radical and all.

Camber comes in a handy BFA free and 100% recyclable tube and a handmade walnut wooden casing for an extra radical experience!

The small and convenient design enables better pocket fit which keeps the wax warmer and easier to apply.

**INGREDIENTS:**

- Beeswax white (cera alba)
- Lanolin
- Vanilla planifolia

**ROCKER Mustache Wax**

Rocker is the lightest and softest member of our Four cross family.

Unlike the IP66 and Camber waxes, Rocker is really more of a balm, not intended so much for shaping, but rather forming and nurturing your mustache and giving it that healthy natural style look.

Rocker is a light hold and 100% natural mustache balm made from the finest and highest quality bees wax, shea butter and lanolin.

Rocker comes in a handy BFA free and 100% recyclable stick and a handmade walnut wooden casing for an extra radical experience!

The small and convenient design enables better pocket fit which keeps the wax warmer and easier to apply.

**INGREDIENTS:**

- Beeswax white (cera alba)
- Shea butter (butyrospermum parkii)
- Lanolin
- Vanilla planifolia

## Rædical Tools & Accesories

### MOVE Comb Multi Tool

#### 10 WAY COMB MULTI-TOOL

The ultimate accessory for all bearded extreme sport enthusiasts and adrenaline junkies. Whether you have to comb your surf board, adjust a skateboard axle, tighten bike spokes and open a beer bottle after an epic and radical session.

Credit card sized fits in your wallet, so it's always there when you need it.

#### Tools & Features:

- 14G & 15G spoke wrench
- Beard Comb
- Surf Wax Comb
- 1/4" Hex Bit Driver
- 3/8" Base Wrench
- Bottle Opener
- Hex Bit Holder (Hex bit not included)
- Lanyard Hole
- 9/16" & 1/2" wrench

#### Specifications:

- Tools: 10
- Dimensions: 8,6cm x 5,4cm x 0,25cm
- Weight: 68g
- Material: Stainless Steel

## HACK Comb Multi Tool

### 8 WAY COMB MULTI-TOOL

Geek essentials in one ultimate tool. We hacked the hack out of this one. Organize and store your earbuds, use your phone like a boss, comb your beard, open a beer or tighten a nut.

Credit card sized fits in your wallet, so it's always there when you need it.

#### Tools & Features:

- Earbuds Cable Wrap
- Beard Comb
- Earbuds Holder
- 15 & 13 mm (Metric) Wrench
- Phone Kickstand
- 10 mm Wrench
- Bottle Opener
- Lanyard Hole

#### Specifications:

- Tools: 8
- Dimensions: 8,6cm x 5,4cm x 0,25cm
- Weight: 68g
- Material: Stainless Steel

## CRAFT Comb Multi Tool

### 9 WAY COMB MULTI-TOOL



The ultimate tactical tool for bearded craftsmen and workers. Whether you need to comb your beard, open a beer or tighten a nut, this unique urban multi tool all made of high quality 2 mm 100% stainless steel is your new favorite tool for traveling, outdoor activities and/or pub tours!

Use it with Rædical durable kevlar laces.

Tools & Features:

- Bottle Opener
- 10 mm Wrench
- Box Wrench Metric (17, 15, 13, 10, 8)
- 1/4" Hex Bit Driver (Hex bit not included)
- Wide-tooth Beard Comb

Specifications:

- Tools: 9
- Dimensions: 14cm x 4cm x 0,25cm
- Weight: 66g
- Material: Stainless Steel

## URBAN Metal Comb

Fine pitch everyday use and minimalist designed beard and hair comb made from high quality A4 stainless steel.

Specifications:

- Dimensions: 16cm x 3,5cm x 0,25cm
- Weight: 70g
- Material: Stainless Steel

## URBAN XXXX Comb Multi Tool

Whether you need to comb your stache, open a beer or tighten a nut, this unique urban multi tool all made of high quality 2 mm 100% stainless steel is your new favorite tool for traveling, outdoor activities and/or pub tours!

Clip it to your belt, backpack straps or simply put it in your pocket and you are ready to go!

It features 3 crucial tools:

- Fine pitch mustache comb
- Bottle opener
- 10 mm hex driver (wrench)
- Key hanger

Urban Multi Tool comes with a durable and high quality mark A4 stainless steel with 120 kg load carabiner.

Included with IP66 Mustache Wax, Ultimate Mo Wax collection and Beard oil bundles.

## Useful Links

Website:

<http://raedical.com/>

Rædical XXXX Test videos:

Test Camber: [https://www.youtube.com/watch?v=ZMkl9H9\\_qrs](https://www.youtube.com/watch?v=ZMkl9H9_qrs)

Test IP66: [https://www.youtube.com/watch?v=iADTn3ON\\_Ec](https://www.youtube.com/watch?v=iADTn3ON_Ec)

Test Rocker: <https://www.youtube.com/watch?v=G0DgjNDuLzU>

Instructions: <https://www.youtube.com/watch?v=Kic-Q6x11Qo>

All videos: <http://raedical.com/pages/videos>

Products:

Beard Oil: <http://raedical.com/collections/beard-oil>

Mustache Wax: <http://raedical.com/collections/mustache-waxes>

Accessories & Tools: <http://raedical.com/collections/accessories>

All products: <http://raedical.com/collections/all-products>

About Rædical brand:

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Filip Flisar: <https://www.facebook.com/Filip-Flisar-48341441814/?fref=ts>