

POCKET GUIDE
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WET SHAVING
with
MÜHLE

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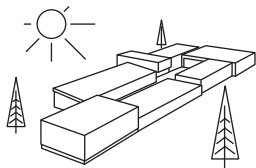
FOR TODAY AND THE DAY AFTER TOMORROW

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INVIGORATING RITUAL

Taking your time, enjoying the peace and quiet for a moment and leaving the hectic pace of the new day outside the bathroom door. That's shaving culture, as we call it in the Ore Mountains, where the MÜHLE manufactory has been based for the past 75 years. Today, the family business in its third generation stands for sustainable products that are created by hand with genuine dedication. With contemporary and timeless design, avant-garde shapes and wet shaving classics, tradition is just as important to us at MÜHLE as constantly looking to the future. Whether shaving brushes, razors, safety razors, bowls or the right care product, the best materials combined with consistently sustainable business practices, that's what MÜHLE is all about.

Products for cosmopolitan people.
Made in Stützengrün



THE HISTORY OF WET SHAVING

4000 BC

Noble Egyptians remove unwanted facial and body hair using straight razor-like tools made of copper.

MIDDLE BRONZE AGE (16TH CENTURY BC)

In Europe, single and double-edged razors are widespread and are used together with tweezers for beard and hair care.



1 BC

In his *Ars amatoria* (The Art of Love), Ovid offers young men the following advice: "Stubble on one's chin is common, so only show yourself clean-shaven."

11TH CENTURY

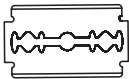
Petrus Venerabilis, Abbot of Cluny, decrees that the number of days on which monks must shave shall be 14 – per year.

1705

Tsar Peter the Great imposes a beard tax on his subjects.

18TH CENTURY

Wet shaving is becoming fashionable at the courts of England, France and Germany. At the same time, the guilds and fraternities of barbers' flourish.



DECEMBER 1904

King Camp Gillette patents thin razor blades that are still in use today. Before this patent, straight razors were used that users had to re-sharpen very often.

1945

Otto Johannes Müller founds a company in Hundshübel in the Ore Mountains, which today is one of the few globally renowned manufacturers of high-quality shaving brushes.



Early 21st century

The wet shaving ritual becomes a fashion. In a survey conducted in 2004, the magazine stern finds that 56 percent of German men wet shave.

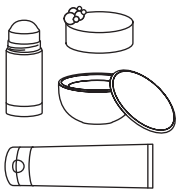
PANTA RHEI EVERYTHING FLOWS

WATER

Whether as warm as possible for moistening, lathering up, rinsing or cleaning, water is simply an integral part of the wet shave. Hot water (as a hot towel application or after showering) opens the pores and prepares the skin for shaving. To protect the fine hair tips of the shaving brush, the water temperature should not exceed 45°C (113°F) for lathering and rinsing. Cold, clear water is recommended for cleansing the face after shaving.



NOT FROM A CAN: SHAVECARE

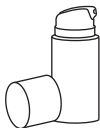


SHAVING SOAP AND SHAVING CREAM

Our shaving soap creates a lightly scented and especially nourishing lather. It's not for nothing that it's regarded as a tried and tested classic in the wet shaving department. It's rich in natural essences, minerals and trace elements. MÜHLE shaving cream is made of real beeswax and natural glycerine, which helps

the razor blade to glide particularly smoothly. The fact that it comes in tubes makes it practical for travelling. MÜHLE also offers shaving soaps as refillable sticks in seductive fragrances for when you're out and about.

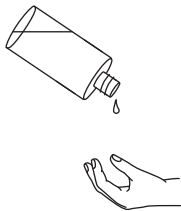
AFTER SHAVE BALM



Light, refreshing and with a fresh scent, the balm made by MÜHLE moisturises, soothes and nourishes. In short, it gives your skin everything it needs after a shave. As a nice by-product, the fine fragrance makes for a happy face reflected in the mirror early in the morning.

AFTER SHAVE LOTION

The basic component of this light and cooling elixir is pure, clear water. And apart from that, we use only the best ingredients. Hamamelis, for example, which is also known as witch hazel. This helps to close the pores, and experts say that this has an astringent function. Extracts of sugar beet and reed soothe itching and strengthen the resilience of the cells against ultraviolet radiation.



THE TOOLS



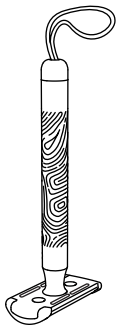
THE SAFETY RAZOR

MÜHLE's safety razors with replaceable blades are not only elegant in design, but are also made with the greatest mechanical precision. With its **CLOSED TOOTH COMB**, this safety razor allows for a very gentle shaving technique.

The MÜHLE razor head with its **OPEN TOOTH COMB** facilitates a very direct, even offensive shaving technique thanks to its design and the specially adjusted angle of the blade. The combination of open tooth comb with broad tothing and a gap left behind the foam edge ensures that the cutting edge is kept free of residues such as stubble and lather.

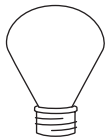
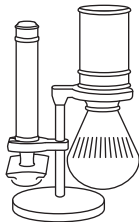


COMPANION is the name of the safety razor that, with its special razor head design and gently adjusted blade angle, ensures even greater safety when shaving both your face and body.



THE SHAVING BRUSH

Once you've prepared your skin for shaving with soft, self-made lather for shaving, you'll never want to do without this little break in the bathroom again. Shaving brushes have been used to lather up and to apply the lather to the skin since the 18th century. MÜHLE has been manufacturing shaving brushes since 1945, and with the hard-wearing synthetic Silvertip Fibre® we have managed to come up with a truly unique innovation and prove that craftsmanship can outdo nature. The fibres, which are also suitable for vegans and especially easy to maintain, are processed by hand. They're particularly soft at the tip but a bit stronger than natural hair in the mid-section. Furthermore, you can use the brush to make a rich lather from even the smallest amounts of shaving soap or cream. The brush dries quickly after shaving.



By the way, we also offer **REPLACEMENT HEADS** for many of our shaving brushes that can be changed using a screw thread – because sustainability is dear to MÜHLE's heart.

RAZORS WITH SYSTEM BLADES

The global bestsellers **GILLETTE® MACH3®** and **MACH3® TURBO** are among the most widely used shaving systems in the world. Three stacked blades guarantee an effective shave. Skin protectors optimally prepare the beard hair while the moisturising strip ensures less skin irritation.



Gentle, safe and reliable: the five stacked blades of **GILLETTE® FUSION™** enable a close and thorough shave that's also gentle on the skin. A blade that protrudes slightly ensures precise contours while comfort skin protectors guarantee an even smoother result. This system is ideal for beginners thanks to its simple and safe handling. All MÜHLE razors in this system are also compatible with **GILLETTE® SKINGUARD**.

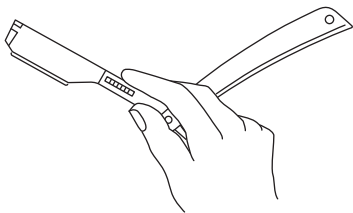
As a **GILLETTE® TRUSTED PARTNER**, MÜHLE only uses original accessories.



STRAIGHT RAZORS

Special knives for shaving were already in use in the Bronze Age. Until the invention of replaceable razor blades, straight razors were the instrument used by barbers and for self-shaving. Sharpening them correctly was an art.

With the launch of the new **ENTHUSIAST** series, MÜHLE is also introducing the first straight razor to its portfolio in a long time. With its replaceable blade, the **ENTHUSIAST PRO** is particularly suitable for professional use. It's compatible with all commercially available conventional half-blades and is ideal for a close shave and precise contours.



Experts with high standards will be sure to appreciate its functionality and high-quality materials also for private use. We recommend attending workshops conducted by professional users.

THE PROPER SHAVE



Clean the shaving brush thoroughly with soap and water before using it for the first time. Start the shave by moistening the area to be shaved with warm water or shave after showering, so that the beard is already softened. If you use shaving cream, apply a sufficient amount to the moist brush or alternatively to the area to be shaved. When using shaving soap, cir-

cle the soap several times with the moist brush. Once the brush has absorbed a sufficient amount of shaving soap, apply it in a circular motion with light pressure to the face. Apply the same method when using shaving cream. This creates an increasingly firm lather. Ideally, massage this lather into the beard with the brush for up to 3 minutes. Now start shaving. Always use a sharp blade. Start by shaving in the direction in which the beard is growing (with the grain), and only against the direction of hair growth (against the grain) when going back over the same area. Always pull the skin taut. Do not apply pressure to the razor, but let it slide gently over the skin. Then rinse the remaining lather from your face using cold water. Any bleeding or



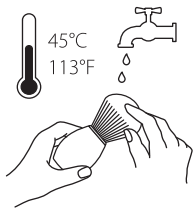
cuts can be stopped with an alum block (e. g. MÜHLE alum pen or MÜHLE alum stone). The MÜHLE after shave balms nourish and soothe the skin. Do not apply strong pressure to the skin. Avoid moving the razor sideways and shaving the same section of your skin too

often. Pull the razor gently over your skin, only applying its own weight. Avoid skin with spots or pimples.



CLEANING THE SHAVING BRUSH

Let clear water run down into the middle of the brush head and stroke through the material several times from different angles. Make sure that there are no more visible lather residues even in the middle of the brush head – where the hair is attached to the handle. Avoid using water that is too hot for lathering up and rinsing. The water temperature should not exceed 45°C (113°F). When cleaning the brush, do not use chemical detergents, vinegar, borax or similar substances.

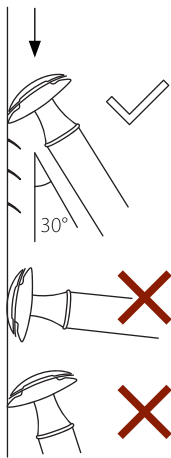


SHAVING WITH A SAFETY RAZOR

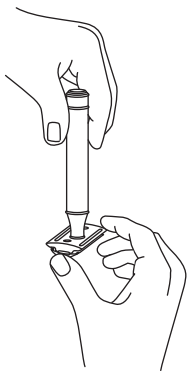
For the best shaving results, only use a blade for up to five shaves. The razor head and handle must be firmly connected to each other.

Hold the safety razor at a sharp angle (approx. 30 degrees) to the skin. Start with the cheeks and allow the razor to glide over the skin, applying gentle pressure.

Shave in the direction of the hair growth (with the grain). When shaving the neck, pull the skin taut with your free hand. Do not be discouraged by small cuts or grazes. Once you have familiarised yourself with the safety razor, such injuries will occur less and less. If you avoid shaving the same area multiple times, you will protect the area of skin in question. Please also note that some blades may be sharper than others.



CHANGING THE BLADE



Place the razor in your hand with the razor head facing downwards. Change the blade with clean, dry hands. Unscrew the blade with your other hand and set it down next to you. Now remove the top part of the razor head from the bottom part. While holding the top part of the razor head in one hand, take the new razor blade by the blunt narrow sides with your thumb and forefinger. Carefully slide it onto the pins of the razor head top part. The sharp edges of the blade should now protrude over the razor head.

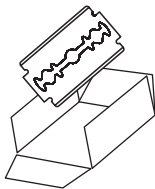
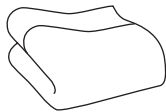
Finally, place the bottom part of the razor head back onto the pins of the top part. Make sure that the screw is only tightened enough so that it can be unscrewed again without much force. You can now start shaving.



THE ACCESSORIES

THE SHAVING TOWEL

Applied shaving culture: anyone who has ever been shaved by a barber is familiar with the delight that is perfect preparation for shaving, which begins by placing a hot towel on the areas to be shaved. MÜHLE shaving towels made of fine waffle piqué are designed precisely for this purpose. Due to its square relief structure, the cotton texture absorbs a great deal of moisture and retains the soothing warmth during the application. After the shave, the soft material pampers you once again as you cleanse and dry your face.

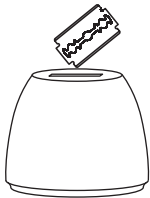
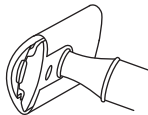


THE BLADES

Over 100 years ago, King Camp Gillette invented the razor blade, a thin piece of hardened steel with sharp edges. Before that, shaving with a straight razor was common. The blades have been standardised for decades now and are available around the world.

THE BLADE GUARD

Safety first: please use the MÜHLE blade guard, because transporting the razor loose in a bag or toiletry bag without protection can lead to serious accidents and injuries.

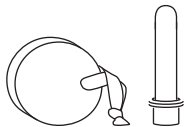


THE BLADE BANK

The blade bank, made of porcelain, disposes of blades safely and stylishly. Used razor blades can be collected in the porcelain box for years and no longer pose a risk of injury in the household.

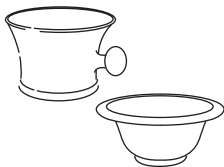
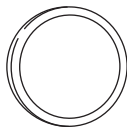
ALUM

Alum used to be part of standard shaving kits as a haemostatic agent. Due to its astringent properties, it's still used today as an aftershave. Simply rub the moistened stick on your face after shaving. It relaxes the skin after shaving.



THE SHAVING MIRROR

For a closer look, our range includes shaving mirrors with a magnification function. Warning: sunbeams could be reflected in the shaving mirror and ignite flammable material. Please therefore refrain from exposing the mirror to direct sunlight.

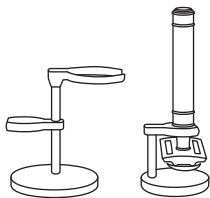


THE SHAVING BOWL

The shaving soap is stored and lathered in a shaving bowl. The base of the bowl is curved so that excess water can collect and dry without softening up the soap.

MATCHING HOLDERS

Upside down: brushes or entire sets are perfectly stored in our high-quality holders. And they're upside down, because shaving brushes dry better that way. A sturdy metal base ensures keeps it upright and your bathroom shelf tidy.



FROM HEAD TO TOE: MÜHLE ORGANIC



From pure arganoil and shea butter to fine extracts of reed and baobab – the **ORGANIC** natural cosmetics series unites simply the best nature has to offer. And, for a change, not only for fans of shaving culture. That's

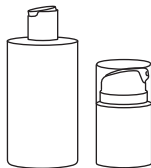
because this premium care product was developed for the skin and hair of everyone who appreciates a spot of luxury in the bathroom.

Scented with the finest fragrances such as lime, mint and vetiver and as **CERTIFIED NATURAL COSMETICS**, these products are all about sustainability and conserving resources. They use plant-based raw materials from organic farming or organic wild harvesting and don't contain any synthetic colorants or fragrances, silicones, parabens or mineral oil-based raw materials.

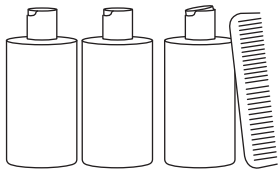


MÜHLE ORGANIC

Promising a full care package for facial skin, the very mild and equally nourishing **FACE WASH** was developed for all skin types – and treats each and every one individually. The **FACE CREAM** contains pure arganoil. It nourishes, protects and optimises the skin's hydro-lipid balance.



Our creamy and light **SHOWER GEL** is also vegan and doesn't contain any synthetic fragrances or colourings. The **BODY LOTION** contains soya oil and shea butter, optimising the lipid balance and helping to keep the skin nice and smooth. Aloe vera provides intensive



protection against dry skin. Bisabolol, the active ingredient in camomile, has anti-inflammatory and healing properties. The mild **SHAMPOO** cleanses the hair with purely natural ingredients based on coconut oil, amino acids and sugar. Hydrolysed soya protein,

which envelops the hair, and amino acids that improve the structure of the hair have a restorative impact and a conditioning effect for easy combing and healthy-looking hair.

Thanks to its light and smooth texture, the **SHAVING CREAM** allows the blade to glide smoothly and effortlessly. The skin is perfectly taken care of with pure argan oil, nourishing waxes and glycerine. Our **AFTERSHAVE BALM** is also rich in vitamin E and essential fatty acids. The healing power of aloe vera, which has been held in high regard for thousands of years, prevents the skin from drying out and fosters its elasticity. Calendula extracts and bisabolol extracted from chamomile have an antiseptic effect.



For those who have a purist streak, pure **ARGAN-OIL** (also known as the liquid gold of Morocco) is like a one-stop-shop care package for your skin. You can combine it with other products – but it's also an ideal standalone product providing intensive care for your lips, skin and nails.

MÜHLE BEARDCARE

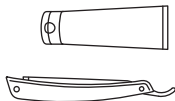
With the **BEARDCARE** series, MÜHLE is treading unfamiliar paths and yet remaining true to itself. This is because the care products are united by their great passion for naturalness. Fine fragrances of bergamot and cedarwood seduce your olfactory system and accompany you throughout the day with a warm fragrance. All beardcare products come in tasteful glass containers – a sustainable eye-catcher to adorn your bathroom.

The **BEARD SHAMPOO** gently cleanses the beard. Massage it in, lather up, rinse thoroughly and pamper your skin and beard hair with pure plant-based ingredients. After this prelude comes an extra portion of care. MÜHLE **BEARD OIL** ensures shine and suppleness. Selected oils of almond, coconut, grape seed, avocado and jojoba in combination with arganoil are at their natural best.

Or would you prefer **BEARD WAX**? The finest beeswax ensures a smooth texture, perfectly complemented by mango seed, sunflower and arganoil. Beardcare can be so good!

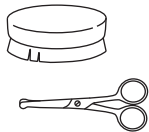


Specially designed for lovers of shorter beard hair, our **STUBBLE BALM** is an uncomplicated companion for your daily grooming ritual. As soon as it's applied, the nourishing skin gel is absorbed without residue in no time at all and moisturises the skin while ensuring soft, supple beard hair.



The transparent **CONTOUR SHAVE GEL** with subtle scents of cedarwood and bergamot was developed for precise shaving – especially of fine beard contours.

Thanks to its oval shape, the **BEARD BRUSH** fits comfortably in the palm of your hand. The vegan fibre (Tampico Fibre) is obtained from agave and fixed by hand in the handle made of oiled pear wood. Regular brushing stimulates beard growth and ensures a visibly healthy beard with a natural shine.



The **BEARD, NOSE AND EAR HAIR TRIMMING SCISSORS** can be used to manually trim hair that's difficult to reach. The rounded tips help to prevent painful cuts or injuries.

PLANT EXTRACTS FOR YOUR SKIN

ALOE VERA

Obtained from aloe plants in Mediterranean regions, aloe vera regenerates and moisturises. This revitalising, fresh fragrance is a delight. As a treat before and after shaving, MÜHLE offers high-quality shaving soaps and creams as well as aftershave balms and lotions. All of the individual products are carefully arranged in terms of their fragrance, active ingredients and care properties.



SEA BUCKTHORN

The finest sea buckthorn extracted from plants in various coastal regions is complemented with fruity notes of lime and orange.

SANDALWOOD

The precious, aromatically fragrant ingredients are obtained from carefully distilled essences of the oriental sandalwood tree. Sandalwood has a nourishing



effect and revitalises the skin and all the senses. A warm balsamic fragrance with notes of coriander and star anise.

GRAPEFRUIT & MINT

The unique combination of fruity grapefruit, refreshing mint and finely balanced tart notes of black pepper, cedarwood, ambergris and vetiver makes shaving an inspiring experience.



ARGAN

Processing fruit kernels from the argan tree (*Argania Spinosa*) is a genuine treasure for the country in northwest Africa. **MÜHLE ORGANIC** recipes contain traditionally hand-pressed arganoil, produced by a

Moroccan women's cooperative and marketed on a fair-trade basis. Arganoil regenerates, nurtures, moisturises and promotes circulation of the blood. It's also considered to be effective anti-ageing protection.



FOR TODAY AND THE DAY AFTER TOMORROW

Our quality standards are regarded as exemplary around the world. Nevertheless, we remain a learning company that asks itself each and every day what we can do better. In these times of environmental change, we have a strong focus on vegan materials and raw materials. In order to conserve resources, we have converted our manufacturing to fully integrated production in recent years. From our in-house photovoltaic system to working with regional suppliers, we're already thinking about the day after tomorrow.

Our design concepts are created in cooperation with selected designers and achieve aesthetic standards that stand the test of time. Each and every product has to prove its ergonomic suitability and longevity already in the early development phase. Good things aren't made overnight, though. This applies to each and every product – and to the long history of the MÜHLE brand.



Publisher
Hans-Jürgen Müller GmbH & Co. KG
Hauptstraße 18 · 08328 Stützengrün · Germany

Illustrations Jo Zarth
Issue 2024



www.muehle-shaving.com