

*J. Arrington Gavin, CEO  
Rugged Evolution, Inc.*





# *Rugged Evolution Beard Care*

By the time Arrington Gavin, CEO was fourteen years old he had a full beard; the last time he was cleaned shaven was for his high school graduation. Over the years, he started growing his beard again and began experimenting with different products - some he liked, some he did not. But one thing he always searched for was natural ingredients. Whether taken internally or externally, Arrington is a huge advocate of natural products.





# *The Birth of Rugged Evolution*

## *"Beard Care Products For Men"*



BEARD CARE PRODUCTS

*Rugged **IS** the new Smooth!*

BY J. ARRINGTON

While doing much research for the right ingredients for his beard in 2016, Arrington began to share his feelings with his family and friends. He then went on to received his Bachelor's Degree in Wellness Recreation and Sport in 2017.

His passion for the art of the human body left him with a burning desire to help individuals accomplish their personal best by living a healthy lifestyle through fitness and wellness.

From that desire gave birth to Rugged Evolution - beard care line of products that he could make available to other

"Men of Distinction."



# *“Rugged Evolution Foundation”*

The year 2018 was an incredible year for Rugged Evolution, Inc. After several amazing events, including a star-studded launch party, at the end of the year, the young company was chosen as a brand to watch in Essence Magazine’s December 2018 Gift Guide. In addition, they were number 4 in the Essence online article, “14 Gifts for Men on Your List.”



2019 was another successful year. In June, the Rugged Evolution Foundation was instituted. That same month, we partnered with a local company to honor fathers with a free massage and sample products. In August, we hosted a Back to School giveaway and donated more than 350 filled backpacks to families with school aged children. December yielded another milestone when the Norfolk Police Chief began allowing officers to wear their beards in uniform. Rugged Evolution was there with gift sets to encourage the new decision.





# *"Rugged IS The New Smooth"*



For Bookings:

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