

Rugged Evolution Beard Care
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**"Rugged Is the
New Smooth"**

Welcome

By Dakota Somerville

CEO Arrington Gavin has his finger on the pulse...

Rugged Evo Newsletter is the brainchild of Arrington's strong desire to interact on a more personal level with his customers; both new and established. The team is overly excited to share a monthly update on the men's podcast segment presented via You Tube. The "R" Smooth Club is quickly gaining momentum globally, as it is being listened to streaming on multiple podcast platforms. Be sure to stay connected for all of the relevant topics of conversation.

New products will be a highlight in the monthly newsletter. Rugged is introducing a new product line, called "Smooth Stache". Get ready for the perfect mustache moisturizer. It's dispensed in a glass bottle with rollerball, accompanied with a wooden mustache comb, neatly packaged in a black velvet bag. Mustache March is an annual event celebrated throughout the Air Force, and Space Force honoring Air Force legend Robin Olds. There will be a section designated for Q & A related to bearded men who embrace a bearded lifestyle. Rugged Beard Tips will continue to give healthy feedback, product selection, and the benefits of loving your beard life experience.

Event information will be shared in different sections of the newsletter. We have March 2021 appearances on Coast Live TV coming up, along with many other local events throughout the year. The "Rugged Evo Newsletter" will have something for every reader to enjoy. Our customer based newsletter will arrive individually through your private e-mail. Arrington has put together an amazing team of professionals to disseminate a positive experience while reading our newsletter. Are you excited yet? We are!

The 78th Annual VACAPAF Event

February 13, 2021

Interview Snippet

Q: Tell our readership how the virtual experience felt today, in comparison to a live event?

A: The 78th Annual VACAPAF Convention was great, definitely a change in scenery because it was a virtual event. It was actually my first vending show in 11 months. Since the start of the pandemic I hadn't been able to do in person events like vending shows. So, what I started doing was Facebook Lives on my platform to keep that spark going, so really this convention was another Facebook Live for me that being said I could always do virtual vending show ha-ha. Now nothing can compare to sharing your story in person in comparison to doing it over the computer.

"When you're having fun, it's not really working"

Some benefits of boar bristle brushes are that they don't damage the hair while brushing. The brush will not tear your hair, it will not split and fracture.

A great beard essential is a beard brush with boar bristles.

Shop Beard Brushes on www.Ruggedevo.com

"Rugged Tip" Tuesday
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BEARD CARE PRODUCTS
BY J. ARRINGTON

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J . A R R I N G T O N G A V I N C E O

“R” Smooth Club Podcast has arrived...

Join and comment, Thursdays at 7pm ET
Via YouTube on Rugged EVO TV
<https://youtu.be/RmhZONtdaq0>



What is your favorite topic of conversation? Arrington and his guest would love to hear from you.

Pop culture, health, wellness, and lifestyle motivation are just a few of the episode topics the guys openly discuss. Ladies tune in, this is your rare opportunity to step inside of the intricacies of a real guy chat.

The studio has a comfortable vibe, somewhat soothing. Rugged CEO and podcast host Arrington Gavin socially sip a little libation, as they smile, and enjoy interacting with each other.

“R” Smooth Club After Show comes to you live via Instagram at 7:30pm ET immediately following the podcast. For podcast streaming, go to @Spotify, @Applepodcast, @Googlepodcast as well as other streaming platforms.



Product Highlights:

Rugged is pleased to announce “Smooth Stache” a new addition to our product line.

Get ready for the perfect mustache moisturizer. It’s dispensed in a glass bottle with rollerball, accompanied with a wooden mustache comb, neatly packaged in a black velvet bag.

Please stay connected with our RuggedEvo.com Newsletter.

“Ruggedevo.com behind the scenes photo memory”



“2017” Photo Memory

RuggedEvo.com Happenings:

On February 25th Arrington shared his wonderful story with the Paul Mitchell school of barbering. Located in Sacramento, CA.