

Rugged Evolution Beard Care 809 Live Oak Drive,
Chesapeake, VA 23320 Website: www.ruggedevo.com
Email: info@j-arrington.com (855-848-3029)

INSIDE THIS ISSUE

1. College Starter Kit
Product of the Week
2. Comedian Quincy Carr
Rugged 4yr Anniversary
3. Rugged Foundation Back
to School Event
Supporters and Sponsors
4. Everyday Topics with
Everyday Men
Connected Business
Networking

**“Rugged is the
new smooth”**

Affordable College Products

Author: *Dakota Somerville*



School is back in session. Finally, the guys are looking forward to socializing with their peers. Rugged Evolution Beard Care has a starter kit available with all the essentials to maintain a healthy beard life with ease. Parents you can send your handsome son's back to the dorm feeling confident for the low price of \$25 dollars. (See Products Included Below)

2 - 2oz. Conditioning Shampoos

1 - .5oz Beard Balm

1 - 5ml. Beard Oil

1 - Wooden Beard Comb

<https://ruggedevo.com/product/college-starter-set>

Quincy's Comedy Birthday Bash

Live standup comedy was the birthday move at Boil Bay Seafood City, Norfolk, VA. Comedian Quincy Carr celebrated his 45th birthday as the comedic host for a week of laugh out loud entertainment. Rugged Evolution Beard Care supported this fun event on several nights. Special mention of healthy beard care, and the products to purchase caught the attention of the audience as the promo flashed across the sponsor screen. Hand claps to Quincy for a very memorable experience!



CEO Arrington Gavin celebrated a major business milestone on August 15th via Facebook live. Special guest appearances, and a in studio champagne toast set the mood. Every new business owner is well aware of the dedication it takes to build a successful brand. Arrington saw the vision, and executed his plan impressively over the last four years. Rugged Evolution Beard Care is extremley thankful for the many supporter's who've included our brand in their business events. We look forward to growing in our journey with many more successful years to come.

A collage of promotional graphics for Rugged Evolution Beard Care's 4th Anniversary. The main graphic on the left features the text "RUGGED EVOLUTION BEARD CARE" in a stylized font, followed by "4 Year Anniversary" in large, bold letters. Below this, it says "SPECIAL GUESTS" and lists "DAPPER LUQ" (Dapper Luq Collection) and "NIKKI MONTGOMERY" (Blessed Roots Beauty Supply). A photo of a man in a suit is shown on a smartphone screen, with the name "Arrington Gavin" below it. At the bottom, there are photos of "Jaelin Livatt" and "Dakota Vibe". To the right is a collage of photos showing product displays and a man speaking at a podium. The bottom right corner features a circular graphic celebrating "4 YEARS" and the slogan "It's Our 'RUGGED' Anniversary". The text "Rugged IS The New Smooth" is also present.



Community Highlight: Rugged Evolution Foundation Back To School Event

CEO Arrington Gavin truly has a vision of changing the community support narrative in Hampton Roads. The intricacies of this community event went beyond giving away a backpack. Energy is contagious, especially when the CEO of a black owned business is warmly embraced by the local sheriff's department. Some of the Chesapeake Sheriff's took time out of their busy day to register children on the spot for their digital ID's. The message can be found in the details, and it bears repeating, positive energy attracts positive energy Rugged Evolution Foundation really set the bar high for next year's back to school event. Congratulations team, on achieving your desired goal.



Thank you to our supporters and sponsors.

1-Have you heard about the “R” Smooth Club Podcast?

2-Have you chimed in on any of season 2 segments?

If not, you’re missing a whole conversation of topics and input from a very diverse group of men. Check in every Saturday at 4pm & 4:30 pm on ‘The 24-7 HaiRadio.com Network’ broadcasting live at www.HaiRadio.com

“Everyday Topics for Everyday Men”



Entrepreneur and journalist Barbara Hamm Lee was a guest speaker at the August meet up for the group “Connected Business Networking”. Arrington is a huge fan of her radio segment Another View featured on WHRO 89.5, as are many others in Hampton Roads. The event was held at the Norfolk Botanical Gardens a seemingly perfect atmosphere to mix and mingle with other business owners. I’m certain we can all agree upon the importance of networking.



Contact Information:

www.ruggedevo.com

Facebook & LinkedIn - Rugged Evolution Beard Care
IG & Twitter - @ruggedevo
YouTube - Rugged EVO TV

“R” Smooth Club available on Apple, Spotify & Google podcasts

www.HaiRadio.com

Whats Going on Wednesday live on Instagram