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## Rugged Hits the Fashion Runway

*Author: Dakota Somerville*



Congratulations to our young talented RuggedEvo brand endorser, Jaelin Livatt on a successful runway walk. As a recent V.I.P. guest at the Red Eye 757 Runway Edition Fashion Show, I screamed with excitement to see Jaelin hit the runway. CEO Arrington Gavin is a pivotal mentor in the Hampton Roads community, touching the lives of many young adults.

You can follow Jaelin on his "90" day Rugged Evolution beard care journey via Instagram: [@jaelin.livatt](https://www.instagram.com/jaelin.livatt)

Tap into his contagious smile, animated personality, and overall progress he has achieved using RuggedEvo healthy beard care products! Mr. Norfolk State, our college student mentee, we are thrilled to see you looking good out here in these VA streets.

## "R" Smooth Club Podcast Signs TV Deal



Podcast viewers will now be able to catch up on past episodes. "R" Smooth Club Podcast will make its TV debut Oct. 2<sup>nd</sup> on the Poolside Cooking TV Network at 5pm EST. We are expanding our audience via ROKU and Amazon Fire TV. Chime in, and see what all the chatter is about. Don't forget to subscribe to our YouTube Channel at RuggedEvo TV, watch the guys chop it every Thursday at 7pm EST.

The phrase "Iron sharpens Iron" is certainly used in any business conversation. Arrington recently had a seat at the table with award winning TV Producer Rushion McDonald. His global hit podcast Money Making Conversations gave him the opportunity to talk about his brand, his foundation and his love of podcasting. You can listen live from your favorite podcast stream or link in at <https://welk.com>







Historic, Iconic, and Black Owned since 1924. Be sure to stop by Stark and Legum in Norfolk, VA. Rugged Evolution has an amazing display of beard care products for you to choose from.

### Carpe Diem – Seize the Day

Congratulations are in order; we are growing exponentially. Introducing a new branch of the business, RuggedEvo Trucking. Arrington will be joining the transportation industry of Hampton Roads, Virginia.



Walmart.com

**RUGGED EVOLUTION BEARD CARE**  
**COLLEGE STARTER KIT** \$25

INCLUDES:  
 2 - 2oz. Conditioning Shampoos  
 1 - 5oz Balm  
 1 - 5mL Oil  
 1 - Wooden Beard Comb

ORDER NOW! [www.ruggedevo.com](http://www.ruggedevo.com)

Holiday shopping made easy! Your handsome college loved one will certainly appreciate a starter kit for Christmas. Are you beginning your online holiday selections early? Stop by our Walmart section and pick up one of our smell good products. Remember..... *“Rugged Is The New Smooth”*

The Sampler Gift Set includes mini balms in sixteen amazing scents.

**WNSB BLAZIN**

**HOT91**

Norfolk State University  
CEO Arrington Gavin will be guest hosting!  
Be sure to tune in October 5<sup>th</sup> and 6<sup>th</sup>.

**Message from our CEO:**

**Your Local & State Vote Matters**  
**Early vote until October 30<sup>th</sup> or show up on**  
**November 2<sup>nd</sup>..... Your vote counts!!**



Congratulations to former  
"R" Smooth Club Podcast  
Co-host Erik Castano. Your  
Red Eye 757 Fashion Edition  
walk was runway perfect.

**Thank You, to our supporters and sponsors:**



**Contact Information:**

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What's Going on Wednesday via Instagram

