

Ruggedevo.com

Monthly Newsletter ~ March 1, 2023 (Volume 3 Issue 3)

INSIDE THIS ISSUE

MFW Virginia

“R” Smooth Club

Podcast/HOT 91.1FM

HM Magazine Texture

Unplugged Beauty

Summit

For the Love of

Liberty commercial

Alpha Phi Alpha

MEAC Day Party

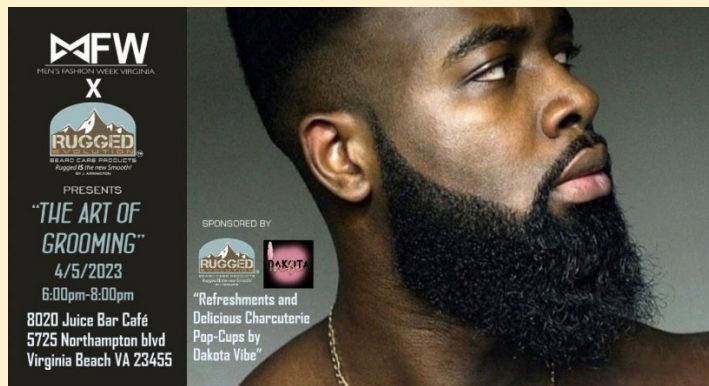
Vendor Location

Visits

Sponsors and Contact
Information



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



Men's Fashion Week Virginia

Rugged Evolution Beard Care will host its very first male beard model fashion show. In collaboration with Men's Fashion Week Virginia, "The Art of Grooming" event will add nuance and perspective from our grooming expert, CEO Arrington Gavin. We are over the moon with first quarter branding expansion. Mark your calendar for April 5th, we are looking forward to seeing you in the building. (See flyer for details)



“R” Smooth Club Podcast

“Where everyday men discuss everyday topics.”



TRENDING PODCAST NEWS!!! Premiering live March 19th, VA’s dopest all male podcast will hit the HOT91.1FM airways, WNSB/NSU “The Soul of VA.” Get ready Hampton Roads, you can also tune in outside of VA, WNSBonline.org or use the FREE WNSB App. Support talk radio, its going to be amazing, full of interesting content. Black owned businesses, we invite you to contact Arrington to discuss becoming a guest on the podcast. Lets GO! ***we can not wait to connect...***

- ✚ *Radio podcast airing Every Sunday at 12:00pm*
- ✚ *Audio version airing Sunday at 7pm*
- ✚ *You Tube Channel Rugged Evo TV Every Wednesday 7:00pm*
- ✚ *Streaming on your favorite podcast platform (Apple, Spotify and more)*



HM Magazine Texture Unplugged Beauty Summit

TEXTURE unplugged
 YOUR INSTRUCTORS:

Krista Patey @kristapatey	PULP RIOT	Lawrence Key @lawrencekey	Koko Di Barber @kokoalbarber
Arrington Gavin @gavinarrington	Erica Kruse @erikakruse	Brooke Lee Smith @brookeleesmith	Christina Stone @christinastone
Karl J. Beard @beardkarl	Kristen @kristenbeard	Ekenna Majors @ekennamajors	Cia Wynn @ciawynn
Jennifer Dyer @jendyer	Cheri Fried @cherifried	Alexis Gray @alexisgray	Chia Beaudry @chia_beaudry

INCLUSIVE + DIVERSITY + EDUCATION
 - Educate Beauty Professionals & Brands on how to cut, color and style ALL Hair Textures!
 - Educate that HAIR is a fabric and not a RACE!
 - Educate on the myths surrounding curly, coily natural hair!
 - Educate on the BUSINESS behind the chair!

SUNDAY APRIL 2 AND MONDAY APRIL 3, 2023
HILTON RALEIGH NORTH HILLS 3415 WAKE FOREST RD. RALEIGH, N. C. 27609

POWERED BY L'ORÉAL, PULP RIOT, AND RUGGED EVOLUTION
HOST HOTEL HILTON RALEIGH NORTH HILLS
1-800-HILTONS CODE: TEXUNP
EARLY BIRD SPECIALS CONTACT: 1-833-443-7773 | 1-833-TEXTURE

Rugged Evolution Beard Care is a proud sponsor of the 2023 Texture Unplugged Beauty Summit. HM Magazine will host a dynamic line-up of educators, including our very own CEO, Arrington Gavin. April 1-3, 2023, we will be in attendance for the entire weekend extravaganza in Raleigh, NC. Hair experts, hair educators, media and fashion fabulous attendees are going to be in full effect! Get your tickets, at www.hnmmedia.com website, join us in Raleigh, NC. ~Dakota

Black History Month Mention: SKY4 TV WSKY TV aired our commercial on February 25th at 8pm. For the Love of Liberty, hosted by the phenomenal Halle Berry who gave a memorable black history tribute to our historical African American heroes.





“ALFA AFTERWORK DAY PARTY” by Alpha Phi Lambda

Rugged Evolution Beard Care will be joining Alpha Phi Alpha Fraternity Norfolk and Virginia Beach Chapter, for their annual 2023 MEAC TOURNAMENT DAY PARTY at the prestigious Town Point Club, 101 W Main Street, Norfolk, VA 23510 on Friday, March 10th. Tickets are now available on Eventbrite.



We are looking forward to visiting our Hampton Roads product locations. Live location visits will be starting soon with Dakota Vibe, our digital media manager. We want to help increase visibility for our impressive business vendors. Its going to be a lot of fun...





SWaM CERTIFIED:

Rugged Evolution Beard Care became SWaM certified in June. Connect with us to discuss new business opportunities

Thank You! Sponsors and Supporters, additional logos coming soon.



Please feel free to contact CEO Arrington for a one on one personal consultation. All calls are now being answered directly (757-955-0656)



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, and Google podcasts.

www.HaiRadio.com