



PHIL'S BARBER SHOP GENTLEMEN'S SHAVE PROTOCOL

PRODUCT	PROCEDURE	TIMING
SHAVE TONIC	Place pre-soaked hot towel on client's face	30 seconds
FACIAL SCRUB + DAILY FACE WASH	Use a dime-sized amount of each product, spread evenly and in a circular motion, paying attention to client's skin sensitivity	30 seconds
SHAVE TONIC	Place pre-soaked hot towel on client's face; clean product from client's face, ensuring all walnut shell is removed	45 seconds
SUPER CLOSE SHAVE FORMULA	Apply a quarter-sized dollop on bearded portion of client's face	30 seconds
SHAVE TONIC	Place pre-soaked hot towel on client's face, making sure not to remove Super Close Shave Formula	40 seconds
HOT LATHER	Apply hot lather on top of Super Close Shave Formula	20 seconds
RAZOR	Use straight razor to achieve the closest shave	
CLAY MASK	Spread a nickel-sized amount across client's bearded area; fan-dry with dry towel until visibly dry	1 minute
SHAVE TONIC	Place pre-soaked hot towel on client's face; remove residual product	45 seconds
HERBAL MINT TONER	Sprits bearded area, paying close attention to any spots with irritation	10 seconds
LAVENDER ESSENTIAL OIL	Quickly place pre-soaked cold towel on client's face	45 seconds

OIL FREE MOISTURIZER	Apply dime-sized amount to client's non-bearded area	15 seconds
AFTER SHAVE BALM	Apply dime-sized amount to client's bearded area	15 seconds



PHIL'S BARBER SHOP GODFATHER SHAVE PROTOCOL

PRODUCT	PROCEDURE	TIMING
OIL FREE MOISTURIZER	Apply Oil Free Moisturizer to client's face.	20 seconds
PRORASO PRE-SHAVE CREAM	Apply Pre-Shave Cream to bearded area	30 seconds
HOT LATHER	Apply hot lather on top of moisturizer.	20 seconds
SHAVE TONIC	Place pre-soaked hot towel on client's face.	45 seconds
SHAVE TONIC	Place a second pre-soaked hot towel on client's face.	45 seconds
PRORASO SHAVING CREAM	Use Phil's Barber Shop Travel Size shaving brush to whip up a rich lather while hot towel is on the client's face. Apply to face with shaving brush.	60 seconds
RAZOR	Use straight razor to achieve the closest shave.	
SHAVE TONIC	Place pre-soaked hot towel on client's face; remove residual product	45 seconds
PRORASO SHAVING CREAM	Reapply shaving cream with shaving brush.	60 seconds
RAZOR	Second Pass. Use straight razor to achieve the closest shave	
SHAVE TONIC	Place pre-soaked hot towel on client's face; remove residual product	45 seconds
LAVENDER ESSENTIAL OIL	Quickly place pre-soaked cold towel on client's face	45 seconds
PRORASO AFTER SHAVE BALM/LOTION	Apply dime-sized amount to client's bearded area.	15 seconds

OIL FREE MOISTURIZER	Perform massage using Oil Free Moisturizer.	60 seconds
SHAVING BRUSH	Rinse and give travel shaving brush to client.	



PHIL'S BARBER SHOP CLASSIC SHAVE PROTOCOL

PRODUCT	PROCEDURE	TIMING
SHAVE TONIC	Place pre-soaked hot towel on client's face	30 seconds
HOT LATHER	Apply hot lather to bearded area	20 seconds
SHAVE TONIC	Place pre-soaked hot towel on client's face	30 seconds
REUZEL SHAVE CREAM	Massage Reuzel Shave Cream well into bearded area	60 seconds
RAZOR	Use straight razor to achieve the closest shave	
LAVENDER ESSENTIAL OIL	Quickly place pre-soaked cold towel on client's face	45 seconds
REUZEL ASTRINGENT FOAM	Apply Reuzel Astringent Foam to skin to cleanse and close pores	15 seconds
AFTER SHAVE BALM	Apply dime-sized amount to client's bearded area	15 seconds



PHIL'S BARBER SHOP DATE NIGHT SKIN BOOSTER PROTOCOL

PRODUCT		TIMING
SHAVE TONIC	Place pre-soaked hot towel on client's face	30 seconds
DAILY FACE WASH + FACE SCRUB	Use a dime-sized amount of Daily Face Wash, spread evenly and in a circular motion, paying attention to client's skin sensitivity	30 seconds
SHAVE TONIC	Place pre-soaked hot towel on client's face; clean product from client's face, ensuring all walnut shell is removed	45 seconds
CLAY MASK	Spread a nickel-sized amount across client's bearded area; fan-dry with dry towel until visibly dry	1 minute
SHAVE TONIC	Place pre-soaked hot towel on client's face; remove residual product	20 seconds
HERBAL MINT TONER	Spritz bearded area, paying close attention to any spots with irritation	10 seconds
LAVENDER ESSENTIAL OIL	Quickly place pre-soaked cold towel on client's face	45 seconds
UNDER EYE SERUM	Apply dime-sized amount to client's bearded area	15 seconds
OIL-FREE MOISTURIZER	Apply quarter-sized amount to client's entire face	15 seconds
HYDRO SALVE LIP BALM	Apply to a Q-tip and hand to the client to apply lip balm themselves	15 seconds