

## Mojo Bros. Soap

For a rich, fluffy, easy to whip up lather, at a popular price, we suggest the new Mojo Bros. Shaving soap. In your mug, bowl, or loaded into your brush right from the tin, Mojo Bros gives an impeccable shave!

**Attention woman: Mojo Bros. Soap is the PERFECT soap for keeping your legs silky-smooth and soft when you shave them. And it makes A GREAT GIFT for the man – OR MEN! – in your life:**

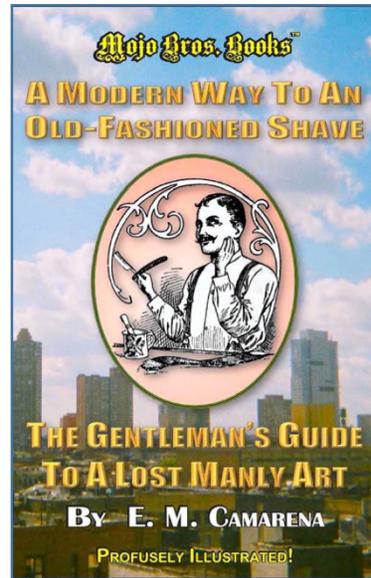
*“My husband traded his electric shaver for the traditional straight razor shave and now every shave with MOJO BROS. SOAP leaves his cheeks soft as velvet! How I LOVE it! And on top of it all, shaving relaxes him! It’s no longer just a chore, so now he shaves before coming to bed. Yummy!!!” – RHS*

**FOR A THICK  
CREAMY LATHER!**



## What Men Once Knew!

**A Book As *FUNNY*  
As It Is Informative!**



### Subjects Covered Include:

- **How To Prep Your Face**
- **Avoiding Cuts & Nicks**
- **How To Hold A Razor**
  - **What To Do After Your Shave**
- **Shaving Blade History**
- **The Daily Shave As A Form of Meditation**

**AND LOTS MORE!**

**The Biggest  
Shaving Mistake  
And What YOU Can  
Do About It!**



**How To Get Your  
Closest Shaves Ever!**



**[tinyurl.com/happy-shave](http://tinyurl.com/happy-shave)**

**Brochure by Ready Set Go – [readysg@earthlink.net](mailto:readysg@earthlink.net)**

## The Biggest Mistake! By E. M. Camarena

As I explain in my book *A Modern Way To An Old-Fashioned Shave*, I shave the traditional way with soap, a brush, a mug, and a straight razor because the shaving system I developed offers a mindful, soothing, relaxing opportunity to set aside time in the day just for myself. With a traditional shave, I get a chance to go outside the world of stress and decisions and worries by stepping out of the mundane world for a quiet, almost meditative experience. In my book, I compare the experience of a traditional shave to the transcendental joys of the classic Japanese tea ceremony – while the “normal” chore of shaving which most men rush through compares to dunking a stale teabag into hot water and hurriedly scarfing down the results. You can read about what I do, why I do it, and how you too can do it, in my book. But right now I want to discuss just one aspect of the classic “wet” shave... the soap. And the proper use of same. To explain this, I shall now quote from that venerable 1905 book: *Shaving Made Easy*

**“A wrong idea prevails regarding the use of the soap. The popular impres-**



**-sion is that the soap is used for the purpose of softening the beard, in which condition it is supposed to be most easily cut. This is a mistake. The soap is used, not to soften the beard, but to produce precisely the opposite effect: to make the hair stiff and brittle, so that they will present a firm and resisting surface to the razor. A hair, as is well known, is a tube composed of a hard fibrous substance, growing from a bulb or root, which secretes an oily matter. The oil works its way up through the hair, and by permeating all parts, renders the hair soft and pliable. Now in this natural oily condition, it is very difficult to cut the hair with a razor, and it becomes even more difficult if the beard be made still softer by the application of hot water. Many do this, and it is no wonder they find shaving difficult. When this is done, the hairs become soft and limp, and the razor will either slip over them entirely, or else cut partly into them, bend them back and slice**



[tinyurl.com/happy-shave](http://tinyurl.com/happy-shave)



**them lengthwise, all the while pulling and straining them at the roots, and making the process of shaving most painful. Now soap has the opposite effect. It contains either alkali, potash or soda, which when applied to the beard in the form of lather, unites with the oil of the hair, neutralizing it and removing it, and renders the hairs hard stiff and brittle—in which condition they may be easily and readily cut. For the sake of cleanliness, the face should, of course, be washed previous to shaving in order to remove any dirt or grit from the beard, which might dull the razor; but before applying the lather, the face should be well dried with a towel.”**

So there we have the raw facts. For a good, close shave, one must not make the beard softer. Yet many men believe that *softening* the hairs before shaving, making the whiskers more flexible, will somehow make cutting their whiskers with a razor easier. They deliberately wet their face before applying soap! Go figure.

**Get Your Soap At:**  
[mojoacademy.org](http://mojoacademy.org)