Where do the vegans live?

If opinions differ on football teams and political parties, they do so all the more when it comes to veganism. Meat eaters on the one side, smoothies on the other… Never eat anything that has eyes (or a mother); pigs are omnivores, too; who hasn’t heard these and other objections? The supposed ascetics have long abandoned the eco corner. Living a vegan lifestyle and consuming corresponding products are preferences that go beyond the offside trap.

This self-assured and pleasure-loving movement has developed into an economic factor. Glossy magazines promote appropriate products for beauty, fashion, holidays and leisure. In everyday life, it’s almond puree instead of Bisto gravy. You are what you eat, but food intake must offer more than just satisfying hunger. Eating is a conscious ritual or an event, people cook together, study recipes, select ingredients and indulge in (vegan) flavour finesses. Algae are no longer both- ersome mantraps on the beach, but nutritional assets for a planet whose population is bursting at the seams.

The increasing number of promoters of the pure doctrine (no meat, no fish, no milk, eggs, woolen pullovers or leather bags) is regarded with some scepticism. One of them, the man with the aggressive-sounding first name “Attila” Hildmann, is described as being a vegan, a Porsche driver and a provocateur at the same time (source: Die Welt). He certainly appears to have well-honed commercial instincts – his “Vegan for…” series of books has already sold over 750,000 copies in Germany. The USA is to be taken next.

Besides their ethically correct, nourishing effect, vegan products can also influence style. Public role models include not only Brad Pitt and Joaquin Phoenix, but also the Indian Apu Na hasapeemapataporn from The Simpsons. This would have been of little interest to the late Renaissance man, but an entire man was already created from fruit, vegetables and flowers six hundred years ago. Spring by Guiseppe Arcimboldo is decorative; however, it is not suitable for consumption.
Insight

Precision mechanics: R 89 TWIST

MUHLE safety razors impress with their precision and beauty. For our new model R 89 TWIST in gleaming chrome with its closed foam edge a particularly functional design was combined with an intriguing mechanism. The cap of the razor can be released with a simple twist of the small wheel at the end of the handle, while the comb remains firmly attached. Used blades can thus be removed safely and replaced with new ones. The cap is tightened by twisting the end of the handle again. Compared to other designs in our collection, the proportions of TWIST are somewhat more voluminous. (With a length of 107 mm it corresponds to the safety razor model GRANDE.)

Shortly after the market launch we have already received lively feedback regarding this new development. It is becoming a favourite with all wet shavers who value the slightly heavier model and prefer the more gently attuned safety razor (unlike models with an open tooth comb). The ideal companions are shaving brushes from our TRADITIONAL series, whose individual models are perfectly matched in design and proportion. All the safety razor and set holders from this series can also be used. A practical accessory for home and away: the blade guard.

Brush Up

Hot times

This spring was a seasonal false start: Temperatures of more than 30 degrees Celsius in the factory gave us a real summer in advance. Many customers will have been pleased about this: There was no time off because of the heat, but instead a production and order increase of 15 percent that we shouldered effortlessly, not least due to the expansion of our machine park.

Parallel to this, the further development of our natural cosmetics series MUHLE ORGANIC was completed. Our innovative repair serum for the care and revitalisation of the facial skin is ideal the whole year round, not just for the summer months. The also newly developed argan oil with vitamin E nurtures particularly sensitive skin and soothes irritated and reddened parts of the skin. Both products will be available from retailers in August.

With these programme extensions we are consciously expanding our range of vegan-oriented products, which are not limited to cosmetics. Veganism and therefore a life without animal products is prompting many consumers – and thankfully also manufacturers – to rethink. One of the consequences is to offer good alternatives, also for long-cherished shaving habits.

Synthetic fibres were first used in the industry for cosmetic brushes. Over five years ago, when we processed synthetic material for the first time, it was soon decided to switch from the then usual standard fibres to more innovative materials in higher quality. We then developed these new fibre qualities jointly with specialised suppliers.

We are delighted that synthetically produced fibres such as our Black Fibre or Silvertip Fibre® are in hot demand. We do not see this development so much as a fashion and have observed no evidence of the famous me-too effect (from lifestyle to shaving). Naturally, vegans are an ideal target group. But as manufacturers we are obliged to all those looking for a high-quality product for their wet shave. It is a real success story when synthetically produced fibres win over even “die-hard” natural hair enthusiasts when it comes to a new shaving brush.

Rituals Require Care

Shaving and skin care

The beard has gone, its owner is pleased… Yet the perfect shave is really only a partial result. The accompanying skin care is also crucial to the overall picture. Regular peeling of the face and neck sections removes dead skin cells and reduces the risk of ingrowing beard hairs. In addition, the complexion becomes clearer and fresher.

Allow the shaving lather made from cream or soap ample time to take effect (about three minutes): The circular movements of the brush soften the hairs and raise them. Fresh, sharp blades serve not only to remove hair growth thoroughly. They also genuinely help to protect the skin to a large extent in the course of shaving. The blade cuts gently without pulling at the hairs, thereby reducing the danger of irritation and cuts. Special razors are recommended for shaving the entire head. The sensitive skin sections should then be treated with suitable cosmetics. Especially now in the summer, care products with UV protection are recommended.
Hall of Mirrors
A strong case

Even the strongest man sometimes looks under the bed," Erich Kästner once confessed. A shrewd man, as well as being a genuine character, several of the like of which we could use in these times. But was he strong? Or put another way, when is a man strong? What does ‘strong’ mean anyway? Is strength measured in muscle power? No, David defeated Goliath. So much for that, a pleasant, uplifting fact indeed.

When does a man become a man, is a question asked not only by Herbert Grönemeyer. (We hope he has found the answer, in Bochum or elsewhere …) Yet the question is as old as the supposedly stronger sex itself. As long as 2,700 years ago, Laozi believed that he who conquers himself is mighty. Poets also dwell on the subject. According to Honoré de Balzac, a man is strong if he acknowledges his weakness. George Bernard Shaw goes further. He loved discomfort because it gave him strength. But for many the following still applies: Only the strong survive …

Does the right concentrate help? Are vegetarians therefore weaker beings? Roast pork with dumplings has never made a man strong. A man does not become a man through eating heartily. Ask an Iron Man athlete about his diet!

The right preparation? Is it possible to learn how to deal with conflict, everyday stress or even great misfortune? Perhaps we must accept these as part of life, and begin by accepting ourselves. The most important sparring partner is serenity. Without a natural, learned or in some way acquired inner calm, there can be no strength. It is not the archer who practices the most, has the strongest biceps or makes the wittiest remark who hits the bull’s-eye, but the one who no longer doubts that he will hit the bull’s-eye as he shoots off the arrow.

And the most important thing in conclusion: All of the above naturally also applies to women, perhaps the truly stronger sex. In the words of Pierce Brosnan of multiple 007 fame: “A man had better do what his wife says. It’s simply a matter of intelligence. Only simpletons think that’s a sign of weakness. A woman knows best how to survive on this planet.” Let’s hope we can still at least shave better …

Close Up

Beate Unger

There are no statistics to tell us how many people fulfill their dreams. If there were, Beate Unger would head the list at the age of 32, as it often takes decades for people to reach the goal of their desires: To do only that which is really important to them. And that is precisely what the qualified office administrator can do every day when she enters and processes orders, handles customer enquiries and ensures that shipments are delivered on schedule. She is equally devoted to her nine woolly pigs, her goats and rabbits, her dog and naturally her partner, with whom she spent ten years restoring and furnishing a secluded house in the woods.

Compared to many of her colleagues she is still a fledgling at the company, but since she started working for MÜHLE in February 2013 time has flown by so quickly, “as if I’ve never been anywhere else”. It was almost a coincidence that brought to the family-run business: “The doctor’s surgery where I had worked for three years was closing, and there was no successor.” Her former boss’s suggestion to try her luck at Hans-Jürgen Müller GmbH & Co. KG turned out to be very valuable. She began her new job as a clerk straight away. “When I was shown around the company for the first time, I was really bowled over. An international company in rural surroundings, actually in the middle of a village – that’s something I would have never dreamt of.” To her, being friendly in everyday business goes without saying. Only recently, she was reminded that this is not the case. A customer called specially to say thank you for the beautifully packaged consignment and the care that had clearly been taken with even small details …

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Wing Mirror
Barber House, Munich

The home of the gentleman is no longer in England, but in Munich. This is where initiator Dirk Schlobach has created a stylish safe haven with a historic interior – his BARBER HOUSE. Here, men are among their own kind, while they enjoy a service which is both sensitive and highly professional – and turn them into relaxed, well-groomed men. The traditional wet shave is celebrated as a high art, added to which is a range of exquisite yet down-to-earth care brands. It is this combination which marketing experts refer to as a USP (Unique Selling Proposition). Although Dirk Schlobach also works as a management consultant, his Barber House is more a matter of the heart than a product claim. For the fittings and furnishings alone he travelled to various countries; each individual item was lovingly assembled to create a snug comfort zone which can certainly hold its own with one of England’s distinguished gentlemen’s clubs. He has a very personal relationship with MÜHLE: “We resemble one another in terms of quality and performance, each values the work of the other.” This is the reason why classic shaving soap from Stützengrün is to be found in every shaving bowl. And the passionate barber is so impressed by the face cream from our natural cosmetics series that he not only recommends it, but uses it himself every day. That in turn could be a USP for us. But real gentlemen never speak of such banal matters.

My girlfriend thinks wet shaving is cool and has given me a set as a present. I’ve been trying it out for the last four days and I’ve got slight skin irritations. What should I do?

Speaker’s Corner

My girlfriend thinks wet shaving is cool and has given me a set as a present. I’ve been trying it out for the last four days and I’ve got slight skin irritations. What should I do?

Renzo B., Basel

Even if you switch to electric shaving: With every change in shaving technique the skin needs time to grow accustomed to it. After a few weeks, sometimes sooner, this process is completed. When you shave, make sure you lather your beard thoroughly and always use a sharp blade. Then use after-shave balm with soothing ingredients like calendula or aloe vera. If the irritated skin is caused by ingrowing beard hairs, this skin problem can be treated by a dermatologist.