

IGS ENGAGED PARTNER – COMMUNICATION GUIDELINES

BACKGROUND AND PURPOSE OF THIS INITIATIVE

The **IGS Engaged Partner** framework is grounded in the findings of the **IGS Global Groomer Health Study (2025–2026)**, the first large-scale international study dedicated to the health and working conditions of grooming professionals.

Conducted with nearly **4,000 groomers worldwide**, this study was designed to:

- identify the main physical, sensory, and psychological risks of the profession,
- document their real impact on careers and quality of life,
- and provide an evidence-based foundation for prevention, education, and professional improvement.

The **IGS Global Groomer Health Initiative** exists to ensure that these findings do not remain theoretical, but are translated into **concrete actions, shared responsibility, and visible progress** across the industry.

1. WHY THIS PARTNERSHIP EXISTS

The **IGS Engaged Partner** status was created to recognize and highlight **concrete actions** taken by brands, schools, manufacturers, service providers and institutions that actively contribute to **improving groomers' health, safety, and long-term career sustainability**.

This partnership is built on a simple principle:

IGS does not certify or approve products.

IGS observes, documents, and highlights positive actions that go in the right direction for groomer health.

In return, partners whose actions align with this mission are given **visibility, recognition, and the right to communicate transparently** about their engagement.

This framework is designed to be **constructive, progressive, and mutually beneficial**.

2. WHAT PARTNERS GAIN FROM THIS STATUS

Becoming an **IGS Engaged Partner** allows you to:

- Be identified by IGS as an actor making efforts in favor of groomer health,
- Gain professional credibility through association with an international, evidence-based initiative,
- Benefit from visibility on IGS platforms (website, dedicated pages, selected communications),
- Be included in IGS content that highlights positive practices, tools, products, or initiatives contributing to safer and healthier grooming (mentioned contextually in Online courses, blog articles, Groomer Connexion, etc.),
- Refer publicly to this recognition in your own communications, within the limits defined below,

- Align your brand or institution with a long-term vision of professional responsibility and sustainability.

This status allows partners to say, truthfully and transparently:

"Our products / services / educational actions are part of the solutions highlighted by the International Grooming Society for improving groomer health."

The value of this partnership lies in **recognition through action**, not in labels or certifications.

3. HOW IGS WILL HIGHLIGHT PARTNERS

IGS COMMITS TO ACTIVELY HIGHLIGHTING PARTNERS BASED ON THEIR REAL CONTRIBUTIONS, WHICH MAY INCLUDE:

- Products or equipment designed to reduce physical strain, noise, exposure, or injury risk,
- Educational programs that integrate health, safety, ergonomics, or prevention,
- Concrete initiatives supporting groomer well-being (training, tools, resources, innovation),
- Responsible communication around occupational risks.

IGS MAY:

- Mention partner actions in articles, educational content, or awareness campaigns,
- Reference specific initiatives as **examples of good practice**,
- Include partners in dedicated sections of the IGS website or reports.

THIS VISIBILITY IS ALWAYS:

- Contextual,
- Informational,
- Linked to specific actions or efforts,
- Never promotional or commercial in nature.

4. WHAT PARTNERS ARE AUTHORIZED TO COMMUNICATE

PARTNERS MAY CLEARLY AND PROUDLY COMMUNICATE:

- Their status as an **IGS Engaged Partner**,
- Their involvement in the **IGS Global Groomer Health Initiative**,
- The fact that **IGS has highlighted specific actions, products, equipment, services, or educational efforts** they have implemented to support groomer health.

EXAMPLES OF ACCEPTABLE WORDING:

- "IGS Engaged Partner – contributing to groomer health and safety initiatives."
- "Our equipment is among the solutions highlighted by IGS for improving groomer working conditions."
- "This training program is aligned with the health priorities identified by the International Grooming Society."

This allows partners to **legitimately leverage their efforts** while remaining accurate and ethical.

5. CLARIFYING WHAT THIS STATUS IS (AND IS NOT)

To protect both partners and IGS, it is important to clearly distinguish engagement from validation.

THIS PARTNERSHIP:

- ✓ Recognizes effort, alignment, and contribution,

- ✓ Allows IGS to highlight positive actions,
- ✓ Allows partners to reference this recognition.

THIS PARTNERSHIP DOES NOT:

- ✗ Certify products,
- ✗ Approve or validate technical performance,
- ✗ Rank or compare brands,
- ✗ Replace regulatory or veterinary evaluation.

6. EXPRESSIONS TO AVOID

To avoid confusion for groomers and the public, partners should not use:

- “IGS certified”
- “IGS approved”
- “Recommended by IGS”
- “Validated by IGS”
- “Official IGS product”

These terms suggest evaluation or endorsement, which is not the role of IGS.

7. LOGO, BADGE & VISUAL USE

PARTNERS MAY USE:

- The official **IGS Engaged Partner** text-based logo or badge provided by IGS.

USAGE PRINCIPLES:

- Do not modify the visual,
- Use it in institutional, informational, or professional contexts,
- Avoid direct product packaging, price lists, or sales-driven advertising,
- Use it to indicate **engagement**, not superiority.

When in doubt, partners are encouraged to ask for guidance.

8. REFERENCING IGS STUDIES AND DATA

PARTNERS ARE ENCOURAGED TO HELP DISSEMINATE IGS WORK BY:

- Sharing links to studies and reports,
- Referring to general conclusions,
- Supporting awareness campaigns.

HOWEVER, PARTNERS SHOULD NOT:

- Extract data to support commercial claims,
- Use statistics to imply product effectiveness.

RECOMMENDED WORDING:

“Source: International Grooming Society – Global Groomer Health Study.”

9. A PROGRESSIVE AND EVOLVING FRAMEWORK

The IGS Engaged Partner status is the **first level** of a system designed to evolve over time.

As the IGS Global Groomer Health Initiative grows, additional forms of recognition or partner involvement may be developed.

Early partners help **shape this future framework** through their actions and feedback.

10. DIALOGUE AND SUPPORT

This partnership is based on **exchange**.

IF A PARTNER:

- Has questions about communication,
- Wishes to highlight a specific action,
- Wants to ensure alignment with IGS principles,

THEY ARE INVITED TO:

- Review these guidelines,
- Use the **“Ask a question”** section on the IGS website.

11. CLOSING STATEMENT

BEING AN IGS ENGAGED PARTNER MEANS BEING VISIBLE FOR THE RIGHT REASONS:

- Taking responsibility for professional health,
- Acting concretely rather than claiming perfection,
- Supporting a profession that needs sustainable change.

IGS highlights actions. Partners gain recognition. Groomers gain clarity.

This is how meaningful progress is built.