

## 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.