

IGS GLOBAL GROOMER HEALTH INITIATIVE

OFFICIAL SHARE KIT

(FOR GROOMERS, SCHOOLS & PARTNERS)

PURPOSE OF THIS SHARE KIT

This share kit is designed to help you **relay accurate information** about the **IGS Global Groomer Health Initiative** in a clear, professional and respectful way.

It allows you to:

- inform your community,
- explain the initiative without distortion,
- share verified messages based on real data,
- support prevention and awareness in the profession.

This is **not a marketing campaign**.

It is an **information and prevention initiative** built with the profession.

WHAT IS THE IGS GLOBAL GROOMER HEALTH INITIATIVE? (SHORT REFERENCE TEXT)

The **IGS Global Groomer Health Initiative** is a long-term international program created by the International Grooming Society, based on the first global study dedicated to groomers' health.

Its mission is to transform real data into:

- practical prevention tools,
- educational resources,
- and professional support,

to protect groomers' health and promote sustainable careers worldwide.

The initiative is progressive: the dedicated section of the IGS website is currently under construction and will continue to grow as new resources and actions are developed.

☞ <https://www.internationalgroomingsociety.org/igs-global-groomer-health-initiative>

READY-TO-SHARE POSTS (COPY & PASTE)

GENERAL PRESENTATION (FACEBOOK / INSTAGRAM / LINKEDIN)

The **IGS Global Groomer Health Initiative** has officially launched.

Built on the first international study of groomers' health, this long-term initiative aims to turn real data into practical prevention resources, education, and professional support.

Physical strain, noise exposure, respiratory risks, skin damage, mental load... these are not personal failures, they are occupational realities.

This initiative will grow progressively, with new tools and resources developed in collaboration with the profession.

ⓘ Learn more:

<https://www.internationalgroomingsociety.org/igs-global-groomer-health-initiative>

FOR SCHOOLS & EDUCATORS

Groomers' health starts with education.

The **IGS Global Groomer Health Initiative** was created to address the real health challenges identified in the first global study of grooming professionals.

Its goal is to provide clear, evidence-based resources to support safer practices, better awareness, and long-term career sustainability.

Schools and educators play a key role in relaying this information and shaping healthier professional habits from the start.

ⓘ Initiative overview:

<https://www.internationalgroomingsociety.org/igs-global-groomer-health-initiative>

FOR PARTNERS & PROFESSIONAL NETWORKS

The grooming profession now has global data about its health realities.

The **IGS Global Groomer Health Initiative** transforms this data into education, prevention, and long-term support without imposing rules or obligations.

Responsible information, shared awareness, and collaboration are key to improving professional health worldwide.

ⓘ Discover the initiative:

<https://www.internationalgroomingsociety.org/igs-global-groomer-health-initiative>

KEY MESSAGES TO RESPECT WHEN SHARING

When talking about the initiative, please ensure that:

- ✓ It is presented as **informational and preventive**
- ✓ It is **based on real data** from an international study
- ✓ It does **not impose rules, controls, or obligations**
- ✓ It is **not a certification program**
- ✓ It is **progressive and evolving**
- ✓ It is **built with and for the profession**

🚫 Please avoid:

- claiming the initiative "certifies" groomers or salons,
- presenting it as mandatory,
- exaggerating promises or outcomes.

VISUAL GUIDELINES (IMPORTANT)

If you use visuals:

- prefer **calm, professional, neutral imagery**,
- avoid alarmist or shocking visuals,
- no text-heavy images,

- no misleading symbols (medical cross, official seals, etc.),
- respect diversity and professionalism.

Suggested themes:

- groomers working safely,
- calm salon environments,
- human-scale, realistic situations.

HOW YOU CAN HELP (SIMPLE ACTIONS)

You can support the initiative by:

- sharing the official page,
- relaying posts from IGS,
- informing students or colleagues,
- including the link in newsletters or websites,
- encouraging discussion about health and prevention.

You do **not** need to be an IGS member to share the information.

OFFICIAL LINK TO USE

 **IGS Global Groomer Health Initiative**

<https://www.internationalgroomingsociety.org/igs-global-groomer-health-initiative>