GROW YOUR OWN WAY: CUTS & CONVERSATIONS

OPERATIONAL MANUAL • GROWVEMBER CAMPAIGN IMPLEMENTATION

This November lets change the narrative around men's health! **"Grow Your Own Way"** means teaming up with your clients throughout November to help them explore a fresh look while breaking the silence on critical physical and mental health issues.

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1. CAMPAIGN MISSION & OVERVIEW

This November, shops are changing the narrative around men's health. **"Grow Your Own Way"** is an initiative designed to help transform the barber chair into a safe space for real, life-saving talk. By participating, you are helping clients explore a fresh look while actively breaking the silence on critical physical and mental health issues.

Our Core Goal: Utilize the unique trust between a barber and a client to address the stigmas causing men to skip the doctor or hide their internal struggles.

Space for information about relevant local programs/resources:

2. THE STAT BOARD: FUELING THE CONVERSATION

Familiarize yourself with these key data points. Use these statistics naturally during cuts when clients ask about your Growvember signage or why you are growing your own facial hair.

Lifespan	Men die 6 years earlier than women on average.	Stigmas and delaying care cut lives short.
Medical Habits	Men are 24% less likely to have visited a doctor in the past year.	Early detection can only happen if you get checked.
Prostate Cancer	1 in 8 men will be diagnosed in their lifetime.	It is the second most common cause of cancer death in U.S. men.
Testicular Cancer	Most common cancer for young men aged 15–34.	It heavily targets men in their 20s and 30s.
Mental Health	4 out of 5 suicides in the U.S. are men.	Society's pressure to "be tough" stops men from asking for help.

Space for information about relevant local programs/resources:

3. THE 3-STEP PREVENTION & SCREENING PROTOCOL

When guiding clients who want to take control of their health, direct them to this simple three-part baseline:

■ 1. PREVENT (Actively Move & Talk)

Mental Health & Suicide Prevention: Break the "tough guy" stigma. Encourage clients to reach out to friends, family, or their barber when times are tough. Cultivate community and reinforce the message: It's okay not to be okay.

■ 2. CHECK (Know Your Own Baseline)

Testicular Cancer (Ages 15–34): Advise younger clients to perform regular monthly self-exams in or right after a warm shower. They should look for new lumps, swelling, changes in size, or an unusual heavy feeling. Early detection yields highly successful treatment rates.

■ 3. SCREEN (Schedule Regular Check-Ups)

Prostate Cancer (Ages 40+): Remind clients in this demographic to talk to their primary care doctor about establishing a baseline prostate screening.

Space for information about relevant local programs/resources:

4. SHOP EXECUTION: THE 4-WEEK TRIM SCHEDULE

Align your client consultations with this chronological Growvember timeline to keep them engaged all month long:

- **Week 1: The Clean Slate**

  Encourage clients to start November clean-shaven. Sit them in the chair, sketch out their mustache goals, and ask them why they are growing it.

- **Week 2: The Awkward Stubble**

  As patchy hair grows, the questions start. Teach clients to use their stubble as a billboard to discuss male suicide prevention with their friends.

- **Week 3: Shape & Sculpt**

  Get them back in the barber chair. While you trim the edges, intentionally bring up physical check-ups. Ask them if they've scheduled theirs this year.

- **Week 4: The Final Look**

  Clean them up so they can rock their new style proudly. Remind them to celebrate their growth, but to keep these critical health conversations flowing long after November ends.

Space for information about relevant local programs/resources:

5. STYLE CONSULTATION: THE FACIAL HAIR BLUEPRINT

Finding the right style is a major part of the journey. Whether a client has straight, wavy, or highly textured hair, there is a look that fits their face shape. Work with them to test out these classic and modern variations:

- **The Classic Mustache:** Perfect for a traditional Movember look. Requires sharp upper lip trimming and daily precision.
- **The Goatee & Stubble Combo:** Great for patchy growth. Provides clean definition along the chin while keeping the cheeks bare.
- **The Full Textured Beard:** Ideal for thicker hair textures. Requires consistent beard oil and shaping to stay looking crisp.
- **The Designed Beard Fade:** Melds the haircut seamlessly into the facial hair, keeping the sideburns tight and modern.

Space for information about relevant local programs/resources: