HeadUp

FOR HAIR PROS' MENTAL HEALTH

Edito.

**Do you know what's the #1 challenge for hairdressers around the globe? Mental Health!**

To fully understand their mental health challenges, we listened to over 5 million online conversations of hair pros and conducted a survey with 1500 pros in 6 countries. We scanned the globe and found that there were no existing programs to support hair pros with their mental health.

L'Oréal Professionnel introduces its brand cause, Head Up, a program for hair pro's mental health.

We created Head Up Keys, an education program to help hair pros learn how to prioritize and care for their mental health.

Our goal? To train 100,000 hair pros by 2025.

Enjoy the journey.
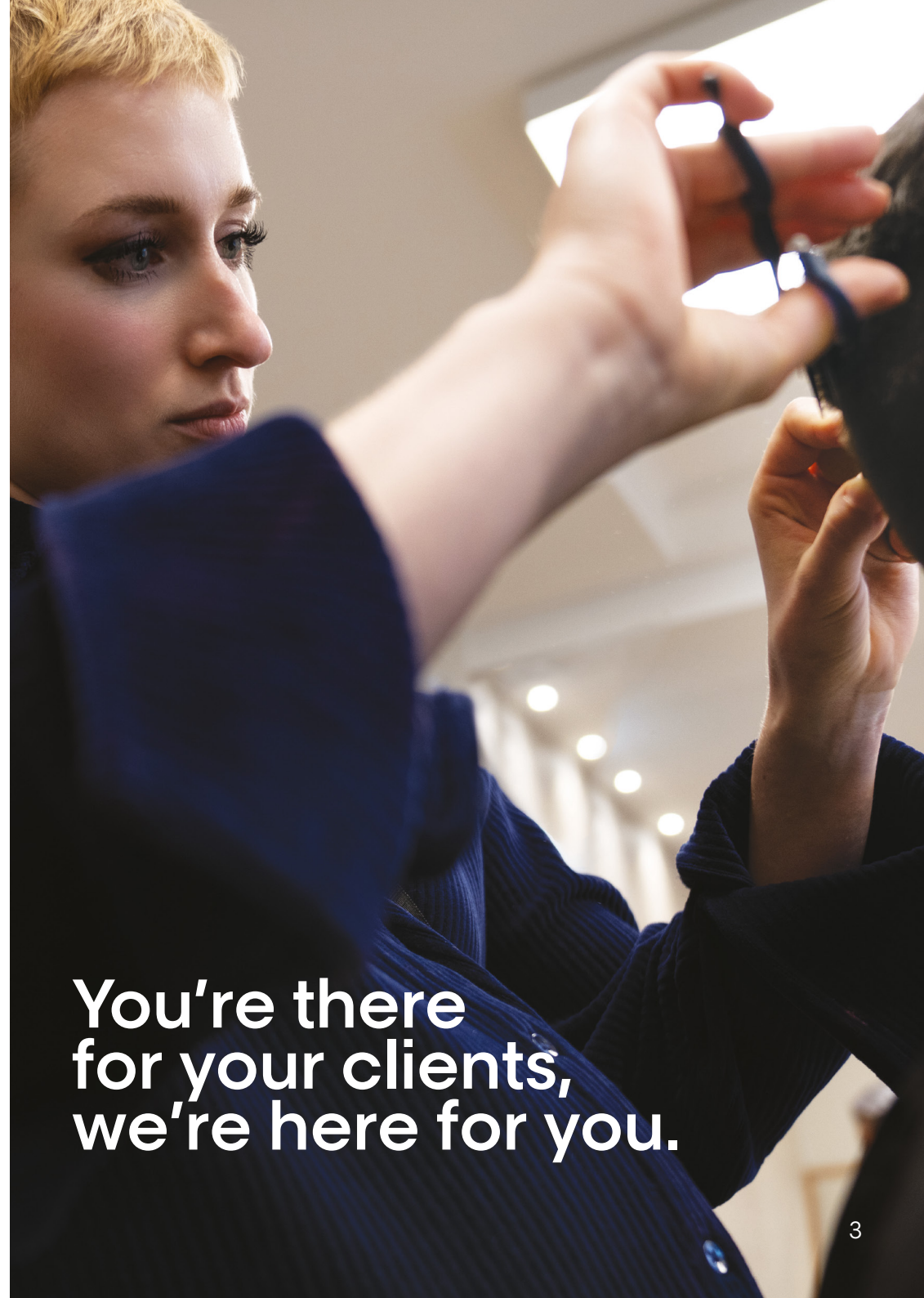
You're there for your clients, we're here for you.

Head Up

FOR HAIR PROS' MENTAL HEALTH

L'ORÉAL PROFESSIONNEL PARIS

L'Oréal Professionnel introduces its cause: Head Up.

The **#1ST** mental health program by **hair pros for hair pros.**

L'Oréal Professionnel created Head Up Keys, to address the mental health and wellbeing of hair professionals.

Our hosts.

Hayley Jepson.
Colorist and Therapist.
L'Oréal Professionnel Paris.

Daniel Mason Jones.
Hairdresser and Business Coach.
L'Oréal Professionnel Paris.

Get your free mental health training with Head Up Keys here.

▶ YouTube → [QR code] → ACCESS L'ORÉAL → [QR code]
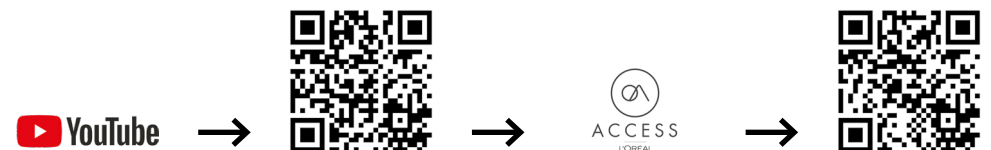
This notebook is yours and will hopefully guide you throughout your mental health journey.

Signs.

Understand the signs to help yourself and others on mental health challenges.

Stigma.

Feel permission to be helped, to take care of your mental health.

Three self-care pilars.

1/ Body.
2/ Mind.
3/ Social.

BUILD RESILIENCE

Physical health.

Movement.
Nutrition.
Hydration.

Setting boundaries.

With clients, co-workers and managers.

Healthy work environment.

Good communication.
Psychological safety.
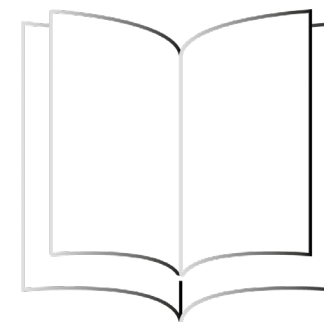
Why journaling?

Research shows journaling can help you:
- Reduce mental stress and anxiety.
- Express yourself.
  Process and manage your emotions in positive and healthy ways.
- Identify, track and achieve goals.

While it may not solve everything you're struggling with, keeping a mental health journal can be an excellent tool to help you focus, let go of trauma, manage your emotions, and work towards the personal growth you crave.

Your notebook journey.

PART I

Head Up Keys episodes.

Understand why mental health matters.

Learn self-care strategies.

Build a healthier work environment by setting boundaries.

For each episode, your notebook structure will be as follows:

Self-care time.

Self-care time.

Fill in the self-reflection section **before** watching.

→

Watch the episode.

→

Fill-in the self-reflection section **during** and **after** watching.

PART II

Your self-care routine.
Make this routine a long-term journey.

Fill-in weekly check-up.
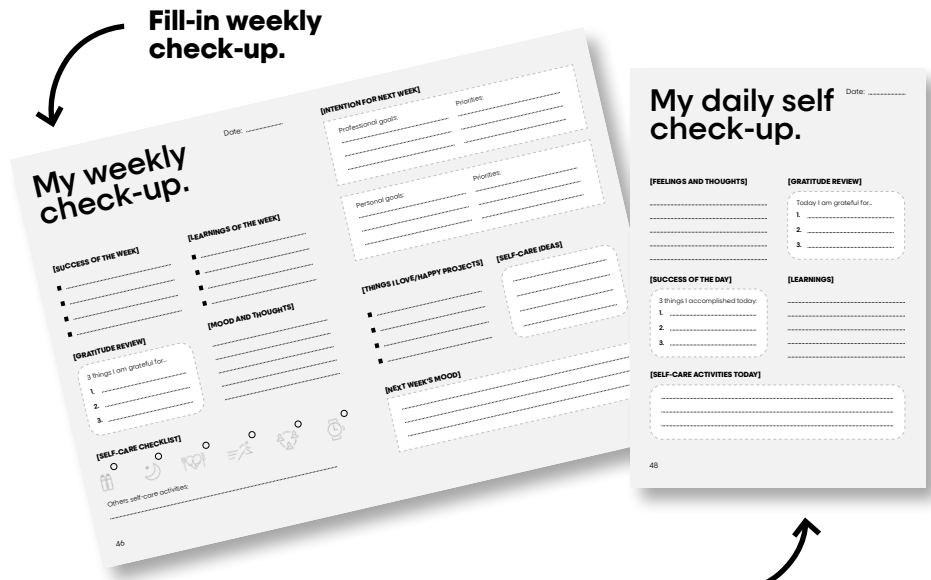
My weekly check-up.

My daily self check-up.

Fill-in daily check-up.

Scan here to access the printable version of these pages.

Mental health matters.

Become more familiar with mental health conditions and the common signs.

BEFORE WATCHING

What does mental health mean to you?

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How do you shift your mindset if it isn't working for you?

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SCAN TO START EPISODE 1

"Mental health is important for hair professionals because we are literally the sponge that takes in all the energy."

— **Min Kim,
Balayage specialist.**

Reflect and write down any signs of a mental health challenge you might experience or might have experienced in the past.

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**Now, it is time to practice what we learned.
Can you connect the word with the right definition?**

Mix and match.

_____ makes you feel sad, discouraged, or hopeless, about your past, present or future. It impacts your ability to focus and think through the challenges of everyday life. Someone with _____ may not understand why they have these feelings that can linger for weeks or even months.

STRESS

ANXIETY

_____ happens when you're overwhelmed, emotionally drained and unable to keep up with work demands. _____ describes exhaustion of physical or emotional strength, usually as a result of prolonged stress or frustration. And _____ does affect your mental health if you do not address it.

DEPRESSION

____ is one reaction to stress. But it can become more long-term and chronic. It's a persistent feeling of fear or extreme worry. Untreated _____ or persistent stress can be debilitating.

BURNOUT

_____ is a heightened response to a situation, person, or interaction. Some _____ can be a good thing. It actually helps our body and mind focus and perform. Acute _____ happens within a few minutes to a few hours of an event. Chronic _____ lasts for a long period of time or keeps coming back.

Self-care.

Discover the 3 pillars of self-care:
the body, the mind and social.

BEFORE WATCHING

What does self-care mean to you?

What do you do to manage stress and to protect your energy levels?

SCAN TO START EPISODE 2

DURING WATCHING

Write down 1 to 3 healthy habits you'd like to implement and specify how you plan on doing so.

Write down 1 self-care tip from each of the 3 pillars you want to start:

Body.	Mind.	Social.

Now let's practice the body scan.
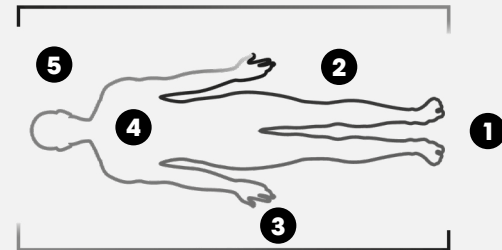
You've learnt that body self-care is all about:

75% of occupational diseases among hairdressers are "musculoskeletal disorders" (MSDs).

Even if you spend long hours in the salon, there are still ways for you to bring movement into your life.

1

15"   15"

2

15"   15"

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15"

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15"

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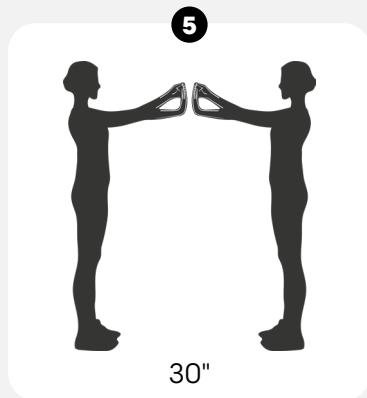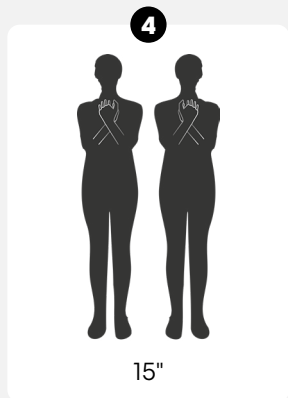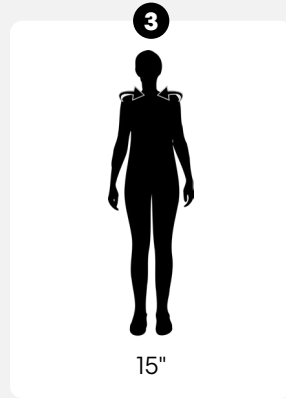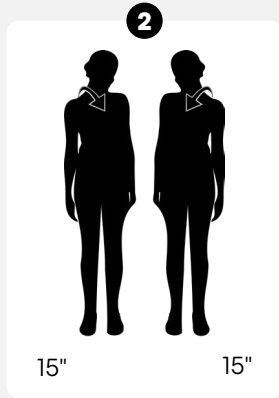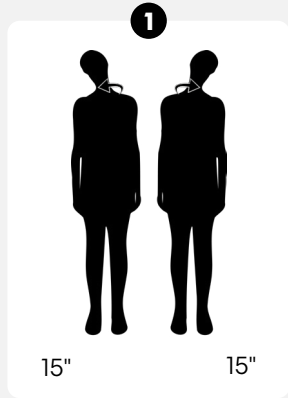
Creating a self-care routine will help you calm your nervous system and build your inner strength.

You already have one of the best tools to calm your nervous system: your breath.
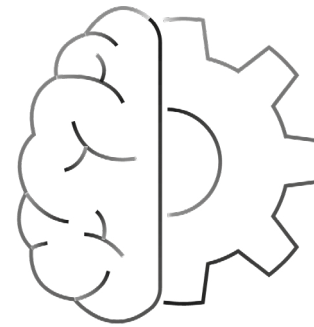
As you learnt in Episode 2, your mental and emotional well-being are key to help you better manage life's daily stressors.

Breathing stimulates the "Vagus Nerve" which is our body's major mind-body highway. This nerve is responsible for calming organs such as your heart, digestion, immune system and improves body, sleep and mood.

You've learnt different ways to use breathwork and meditation...

Let's practice box breathing:

breathe out 4"

hold 4"   hold 4"

breathe in 4"
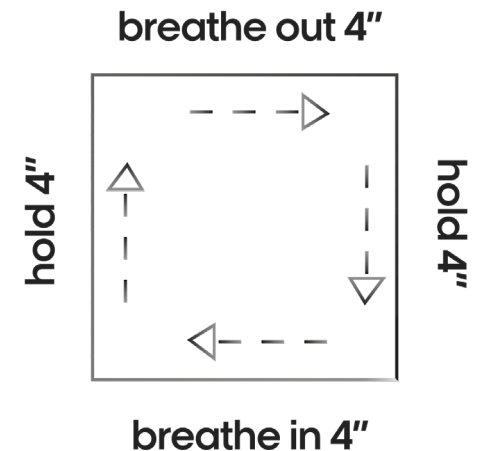
Setting boundaries.

Learn how to set boundaries with clients and co-workers.

BEFORE WATCHING

Take a moment to reflect on the interactions you have with your clients.

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In your opinion, what could a healthy salon environment feel like?

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SCAN TO START EPISODE 3

"It is very important that we have a very good corporate culture based on respect, mutual consideration and the management support."

— André Märtens, Salon Business owner.

[1st part]
Setting boundaries with clients.

Write down one or two examples of interactions with your clients that you enjoy most. These are the things that you love about being a hair professional.

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Write down one or two examples of stressful interactions that you most often have with your clients.

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Write down one or two sentences that you can use when dealing with these situations.

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"A good place to start is by setting your work policies. Create a brief one page document outlining how you work. This lets people know in advance what they should expect and as a result prevents some misunderstandings."

**— Daniel Mason Jones,
Hairdresser and Business Coach.**

[2nd part]
Setting boundaries with co-workers.

A healthy salon culture depends on everyone playing their part.

Psychological safety: think about your personal role as a manager, employee, salon owner or freelancer. How do you handle constructive feedback?

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AFTER WATCHING

Now, write down the actions that you could take to create a healthy salon culture.

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In Episode 3, you learnt a lot of tips to help you improve your salon work environment physically.

Physical environment: write down at least five physical environment ergonomics or practices that you would like to implement in your salon.

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Now, it's your turn to write your own self elevation path. It starts today.

Work policies for clients.

Setting boundaries and protecting your mental health and business is also about deciding what is acceptable for you when it comes to your client policy.

It will help you avoid difficult and stressful conversations if your clients know your policies upfront. Think about what would work for you in your business and create a policy that you feel comfortable with, here are some examples to get you started.

LATE CLIENT POLICY

Example:
- I/we want to kindly let you know that if you are more than 10/15/20 minutes late for your appointment, we/I may not be able to do the full service you have booked for.
- We also reserve the right to consider this a late cancellation if we can no longer carry out your service.

Our recommendation:
Stay consistent in enforcing your late policy. If your policy tells clients they are allowed to be up to 10/15/20 minutes late, you need to stick to that rule for each client, every time.

CANCELLATION POLICY

Example:
- We/I have a 48/24-hour cancellation policy. If you cancel after this time you will be charged for your appointment.
- We/I would also like to remind you that changing your mind about a service on the day, for example choosing not to have a haircut with your colour, will be considered a late cancellation.

Our recommendation:
As for the late client policy, it is important to protect your business staying consistent in your cancellation policy. You need to stick to that rule for each client.

BOOKINGS

Example:
- We/I take all bookings via the booking system/the salon phone.
- All changes to your appointment and cancellations are to go through the same booking system.
- If you need to speak to me/us directly you can call the salon between our working hours or use our/my email/business Whats app.

Our recommendation:
Having a booking system will take care of a lot of admin. Letting people know how you like to be contacted will stop you from getting messages in so many different ways that can feel overwhelming. Decide how you like to take your bookings and cancellations and let your clients know.

SKIN TEST POLICY

Example:
- Your health and safety is important to us/me so all clients must have an up to date skin test before a colour appointment.

Our recommendation:
It is very important for clients to understand your skin test policy, so consult your brand and your insurance and let your clients know what needs to be done.

My weekly check-up.

Date: ....

[INTENTION FOR NEXT WEEK]

Professional goals:
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Priorities:
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Personal goals:
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Priorities:
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[SUCCESS OF THE WEEK]

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[LEARNINGS OF THE WEEK]

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[GRATITUDE REVIEW]

3 things I am grateful for...

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2. ....
3. ....

[MOOD AND THOUGHTS]

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[THINGS I LOVE/HAPPY PROJECTS]

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[SELF-CARE IDEAS]

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[SELF-CARE CHECKLIST]

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Others self-care activities:
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[NEXT WEEK'S MOOD]

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My daily self check-up.

[FEELINGS AND THOUGHTS]

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[GRATITUDE REVIEW]

Today I am grateful for...

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[SUCCESS OF THE DAY]

3 things I accomplished today:

1. ....
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[LEARNINGS]

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[SELF-CARE ACTIVITIES TODAY]

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Cut this quote and keep it as a daily reminder.

This is your morning reminder that you can handle whatever this week throws at you.

— Unknown.

My weekly check-up.

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Little things make big days.

— Unknown.

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[NEXT WEEK'S MOOD]

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Stop overthinking. You can't control everything, just let it be.

— Unknown.

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[SELF-CARE ACTIVITIES TODAY]

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Don't lose hope. You never know what tomorrow will bring.

— Unknown.

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Positive thinking isn't ignoring your problems. It's having confidence in your ability to deal with them.

— Unknown.

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Chose to not take it personally.

— Unknown.

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Be careful what you tolerate. You are teaching people how to treat you.

— Unknown.

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When you're about to quit, remember why you started.

— Unknown.

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[SELF-CARE ACTIVITIES TODAY]

....
....
....

Surround yourself with positive people.

— Unknown.

My weekly check-up.

Date: ....

[INTENTION FOR NEXT WEEK]

Professional goals:
....
....
....

Priorities:
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....

Personal goals:
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....

Priorities:
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....

[SUCCESS OF THE WEEK]

- ....
- ....
- ....
- ....

[LEARNINGS OF THE WEEK]

- ....
- ....
- ....
- ....

[GRATITUDE REVIEW]

3 things I am grateful for...

1. ....
2. ....
3. ....

[MOOD AND THOUGHTS]

....
....
....
....
....

[THINGS I LOVE/HAPPY PROJECTS]

- ....
- ....
- ....
- ....

[SELF-CARE IDEAS]

....
....
....
....

[SELF-CARE CHECKLIST]

○   ○   ○   ○   ○   ○

Others self-care activities:

....

[NEXT WEEK'S MOOD]

....
....
....

This may be the end of the Head Up notebook, but it is the beginning of your self-care journey.

Learn more about our cause **Head Up**.

Join the movement, share your sign with #HeadUp and #LorealPro and tag @lorealpro.

We're here for you.

Head Up

FOR HAIR PROS' MENTAL HEALTH

L'ORÉAL

PROFESSIONNEL

PARIS