

newsworthy trends

Your Looks Can Kill...Your Career

(NAPSA)—When times are tough and the job market is tight, searching for and landing that “dream job” may seem more difficult than expected—especially with large numbers of extremely qualified applicants competing for fewer jobs.

To determine how to maximize the chances of success in the job market and the workplace, Just For Men® Haircolor recently commissioned a nationwide survey that revealed a common thread—appearance matters. The “Strategies For Job Success” survey, conducted via telephone, included 101 professional career advisors—50 career consultants and 51 outplacement professionals.

Key survey findings include:

- Nearly 70 percent of respondents said that appearance impacts salary, and looking younger is important for men’s career advancement and promotion;
- Nearly 65 percent of those surveyed reported that their male clients had lost out on job opportunities because they looked too old; and
- More than three quarters of respondents admitted that these days, looking younger gives men a competitive advantage in the job market and workplace.

Survey results show that gray hair puts men at a disadvantage when it comes to job security because it conveys negative perceptions about effectiveness and energy levels on the job. This is not good news for the large numbers of aging baby boomers in the workplace and job market who are hitting the so-called “silver ceiling.”

The survey also confirmed that making a good first impression during an interview is imperative, and success is largely a matter of appearance. Interviewers are increasingly younger than the job applicants, and they typically hire younger people.

“While your résumé and networking may get you in the door, the face-to-face meeting is your time to shine,” says Dr. Carole Kanchier, an internationally syndicated columnist, psychologist,



trainer and author of *Dare to Change Your Job and Your Life*. “The interview usually determines if you will receive the job offer, and you wouldn’t want your appearance to jeopardize your chances.”

Beyond the first impressions, an overall well-groomed and youthful appearance is an asset for men in today’s workplace. According to the survey, following are the most notable signs of aging for men:

- Out of style clothing;
- Low energy or enthusiasm;
- Gray hair;
- Wrinkles; and
- Being overweight.

“Maintaining a well-groomed and youthful appearance is just as important as having a strong résumé, especially when you’re competing for a new job. You can’t leave anything to chance,” Kanchier says.

When it comes to appearance related enhancements, nothing is faster and easier to change than gray hair. Just For Men Haircolor is one quick and easy way for men to color their gray and regain a competitive edge.

“A polished appearance automatically communicates confidence and control as you walk into the interview, and increases your chances for success,” Kanchier says. “Consider it a personal investment you cannot pass up.”

For more information about Just For Men Haircolor, log onto their Web site at www.justformen.com.