

#FASHION &amp; BEAUTY

# The idea of Movember

The concept is fairly simple—men are encouraged to grow out their facial hair, beard, moustache (this is something that cancer patients are sometimes unable to do, therefore making it symbolic). The person taking on this challenge is called a Mo-bro, and the Mo-bro will explain Movember to anyone that is interested, thus promoting awareness against a number of diseases such as prostate cancer, testicular cancer, poor mental health etc.

The word Movember is a portmanteau of the words “mo” (a slang for moustache) and “November.” Also known as the ‘No Shave November challenge,’ this movement encourages men to stop shaving their facial hair in order to support men’s health awareness.

Men who take part in the no shave November challenge are encouraged to donate to the Movember foundation whatever they would have spent after razor, blades and shaving accessories or at the barber’s. The foundation has funded thousands of men’s health projects around the world. In 2020, the Movember foundation has raised \$99.5 million worldwide and promoted men’s health in 20 countries across the globe.



## MEN’S RELUCTANCE TO SEEK HELP

How often has it happened that you ignored a health issue

## calling it a minor inconvenience and saying, “I’ll sleep on it and it will be better in the morning?”

Men all over the world have this tendency of avoiding doctors and ignoring their healthy issues. About 40 percent of men will not go to the doctor at all unless they have a serious issue on their hands. They are also twice as likely to wait more than two years between doctor visits, which is concerning.

Mental health is still stigmatised in our country and men ignore their mental health with a passion because culturally we have been groomed to be ‘strong and silent.’ The prevalence of the Covid pandemic has served to increase mental health issues, leaving no room for avoidance. Movember encourages you to recognise these issues. There is no shame in admitting that you need medical help. If anything, knowing your own limits is a sign of maturity and wisdom.

## How can you be a part of Movember?

While moustaches might not be very trendy at the moment,



Movember gives you an excuse to try it out and there’s no reason why you cannot have fun with it. Try out the all serious yet comical moustache from the Movember logo itself. If you cannot accommodate that, there’s still countless choices for you to try on. From Chris Cornell’s pencil moustache to Hulk Hogan’s trucker moustache—all are fair game.

## Why not try the handlebar moustache?

Surely, it will spark a conversation



and then you can take the opportunity to explain Movember.

You can also try to raise funds. It might be difficult since Movember still needs to be popularised in Bangladesh, which is where you and your Mo-bros can step in and raise awareness about Movember and all that it stands for.

We do try different hairstyles, different looks just for the fun of it. Why not do the same for a good cause? Perhaps your little campaign for awareness will encourage someone to seek out the help that they desperately need but do not even realise about. Stay safe and help a bro out!

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