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EXCLUSIVE

Are you **AIDS-savvy?**

L'Oréal celebrates the 10th anniversary of its 'Hairdressers Against AIDS' programme.

Through its Professional Products Division and with the support of the L'Oréal Foundation, L'Oréal has, over the last nine years, been deploying a unique programme aimed at hairdressers all over the world – although it isn't as widely known as the brand's iNOA Professional Hair Colour System... yet.

It all started in 2001, when Lady Cristina Owen-Jones brought to the attention of the L'Oréal Group the impact the HIV/AIDS virus was having after an official visit to South Africa in her role as a UNESCO Goodwill Ambassador. But it was only on May 3, 2005 that UNESCO and L'Oréal signed a cooperative agreement, and December 1 was selected as a day where initiatives would be organised in hair salons around the world each year, in conjunction with World AIDS Day.

L'Oréal relies on its hairdressers and trainers to inform and educate more people about HIV/AIDS by equipping them with data on the subject so that they, in turn, will be able to respond to queries. Hairdressers are well-placed to discuss the subject that is part sensitive, part taboo, but above all, a very personal one.

DID YOU KNOW THAT...

- 33 million people are living with HIV/AIDS in the world – and 60 per cent of them aren't aware they're infected?
- More than two million people die from AIDS every year?
- There are 2.7 million new infections every year, half of which affect youths and children?

Along the way, other tools were developed to allow hairdressers to talk about the subject throughout the year, like fridge magnets, brochures and calendars – and this year's, in particular, is exceptional. Twelve famous women from different countries agreed to pose, without fees, for the camera of talented hairdresser, John Nollet, including Audrey Tautou, Vanessa Paradis, Diane Kruger and Monica Bellucci.

On the local front, L'Oréal Malaysia, through its 'Hairdressers Against AIDS' fundraising drive, recently donated RM30,000 for the Malaysian AIDS Foundation to support Nur Siti Centre, a shelter for women and children infected and affected by HIV.



To learn more about the programme or test your knowledge on HIV/AIDS, visit www.hairdressersagainstaids.com.

FACT! L'Oréal's 'Hairdressers Against AIDS' programme is now run in 30 countries, with 1.3 million contacts made since 2005. Every year, 500,000 hairdressers are trained.



DIANE KRUGER



MONICA CRUZ



MONICA BELLUCCI



AUDREY MARNAY

TEXT: YANG-MELING PHOTOGRAPHY COURTESY OF L'ORÉAL