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# Cutting it fine for charity

## Professional hairdressers snip and style for a good cause

By **FAZLEENA AZIZ**

fazleena@thestar.com.my

Photos by **NORMAN HIU**

**T**HE 10th anniversary of L'Oreal's "Hairdressers Against AIDS" campaign was launched in style as celebrities and professional hairdressers took part in creating more awareness against the disease with new hairstyles.

L'Oreal Malaysia, together with salon partners and the Malaysian AIDS Foundation, organised a charity hair cut drive to raise funds for the children infected with and affected by HIV. The drive was held from Nov 25 to 27 with 1 Utama as the venue sponsor.

The campaign was launched by Malaysian AIDS Foundation chairman Prof Dr Adeeba Kamarulzaman together with L'Oreal deputy general manager, product division, Heng Thang Yih and L'Oreal corporate communications and media relations director Tay Ai Leen.

L'Oreal's five artistic ambassadors – Albert Nico, Andy Chan, Kevin Woo, Miko Au and Simon Koh – and participating salons cut hair for the public at a minimal cost of RM15.

Participating salons included A Cut Above Group of Salons & Academy, Albert Nico Boutique Salon, Andy Chan Hair Studio, Antico Hair Studio, Bianco

Group of Salons, Centro Hair Salon, 8 Days Hair Studio, Elle Hair Studio, Hair Zone Studio, Kimarie, Miko Galere, Mico Hair Beauty Salon, Peek A Boo, Russels Salon, Sense Studio, Senze Salon, Silver Cut, Shawn Cutler and

Tenze Hair Studio.

Celebrities such as Jojo Struys, Genevieve Sambhi, Atilia, Chermaine Poo, Chelsia Ng and Nadine Ann Thomas lent their support for the charity drive.

Red FM Deejays Mynn and Fiqrie also joined in the fun and had their hair cut in addition to the Red Ryders who made a live broadcast from 1 Utama New Wing lobby to give away L'Oreal haircare products.

During the event, Dr Adeeba said the foundation and L'Oreal had a long fruitful relationship, which should be emulated by other corporate organisation.

"It does not cost much to get a haircut and I cannot think of a better time to share vital information than while getting a cut.

"This year marks the 30th year from the first case of HIV/AIDS, but so far there has not been any kind of medical breakthrough.

"However, there is more hope now with advancements in science," she said.

Meanwhile, Heng talked about how hairdressers made up a large

part of the local community and their relationships helped to spread vital information.

The campaign began after Unesco goodwill ambassador Lady Owen Jones visited South Africa and initiated the programme through a joint collaboration with L'Oréal.

The educational network of L'Oréal's professional division has been the driving force of this initiative.

It has enabled "Hairdressers Against AIDS" to reach more than three million hairdressers in 30 countries.

All five brands in the professional products division (L'Oreal Professional, Kerastase, Redken, Pureology and Matrix) play a part in this global prevention education campaign.

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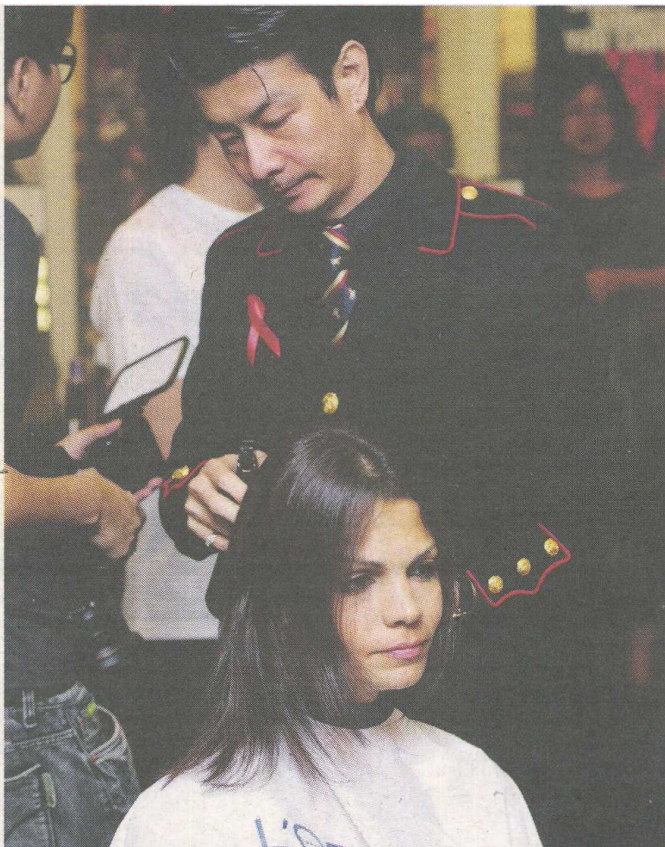
It focuses on raising awareness and providing information by introducing HIV/AIDS prevention modules as part of their hairdressers' professional training courses.

**It does not cost much to get a haircut and I cannot think of a better time to share vital information than while getting a cut.**

—DR ADEEBA KAMARULZAMAN



**It's official:** Dr Adeeba (centre) with Loreal deputy general manager product division Heng Thang Yih (second from right) and Tay (second from left) launching the campaign.



**New look:** Celebrity Genevieve Sambhi getting her hair cut by Miko Au.