

Headline	Haircut for noble cause		
MediaTitle	The Star		
Date	24 Feb 2012	Color	Full Color
Section	Metro	Circulation	304,904
Page No	52	Readership	1,026,812
Language	English	ArticleSize	188 cm ²
Journalist	VILASHIINEY PANNEERSELVAM	AdValue	RM 8,722
Frequency	Daily	PR Value	RM 26,166



Giving to the community: Lee (left) presenting a mock cheque of RM45,000 to Dr Adeebea.

Haircut for noble cause

Hairdressers gear up to help AIDS foundation

By **VILASHIINEY PANNEERSELVAM**
metro@thestar.com.my

TO COMMEMORATE the 10th anniversary of Hairdresser Against AIDS celebration, L'Oréal Malaysia professional products division in a joint collaboration with Malaysian AIDS Foundation organised a charity haircut drive recently at the 1 Utama shopping centre in Petaling Jaya.

L'Oréal ambassadors with their 18 participating saloons provided haircut for the public at a minimal costs of RM15.

Celebrities such as Jojo Struys, Genevieve Sambhi, Chermaine Poo, Daphne Iking and Nadine Ann Thomas lent their hands to support this charitable cause.

The division's communications manager Nicole Lee pre-

sented a cheque for RM45,000 to the sole beneficiary Malaysian AIDS Foundation chairman Professor Dr Adeebea Kamarul-zaman.

"L'Oréal has continued to display their spirit of giving and leadership in the community and reasserting its corporate social responsibility commitment towards the HIV/AIDS cause through this noble endeavour," said Dr Adeebea.

A total of 72 children aged between one and 17 years old have been selected for the home visits, which will run until the end of the year.

During the visits, children and caretakers will be presented with a donation of RM200 per household, goodie bags comprising foodstuff, toys, books and stationeries for the children.