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Designers on a colourful mission

They team up with L'Oreal Professionnel in aid of children living with HIV

By **PATSY KAM**

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CLOUR for Life is a nationwide fundraising campaign to help children infected and affected by HIV, initiated by L'Oreal Professionnel in 2002 in collaboration with the Malaysian AIDS Foundation.

Riding on the success of the campaign in 2002 and 2007, the brand has decided to run it on a bigger scale this year by partnering five renowned designers.

Each has been asked to design an artwork for the campaign.

"It is so wonderful to work with people who are always willing to do their part for a worthy cause, especially children. We are indeed honoured to have the opportunity to collaborate with Datuk Jimmy Choo,

Royal Selangor, Tom Abang Saufi, Eric Choong and Winnie Sin," said L'Oreal Malaysia Professional Products Division general manager Heng Thang Yih.

"At the same time, we would also like to unite our salon partners and work together in a charitable cause by providing an avenue for them to make a difference in the lives of children."

The five designs will be worn by 26 well-known personalities such as Datin Paduka Marina Mahathir, Datuk Ruby Khong, Deborah Henry, Carmen Soo, Fahrin Ahmad, Mizz Nina, Deanna Yusoff, Yeo Yan Yan and Gillian Hung.

Five L'Oreal Professionnel Artistic Ambassadors are also doing their

part for the campaign by colouring and styling the hair of the chosen personalities for the photo shoots.

The public will also get a chance to lend a helping hand as the exclusive designs have been replicated into limited-edition reusable bags.

Customers who donate RM25 can obtain their favourite design after a hair colouring make-over at partner salons.

There will also be a Charity Hair Cut Drive on Oct 21 and 22 at the main concourse of Mid Valley

Megamall, Kuala Lumpur with the Mid Valley Management as the venue sponsor.

Professional hair stylists will cut hair for only RM20.



Help make a difference: L'Oreal is working together with the Malaysian AIDS Foundation to help children with HIV.

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Trendy: Choo designed this bag for the Colour For Life campaign.