

GREAT LENGTHS SUPPORTS LITTLE PRINCESS TRUST - SALONBUSINESS.CO.UK



Leading hair extensions brand Great Lengths is delighted to announce its UK and Ireland-wide support for the Little Princess Trust, the only dedicated charity that provides real hair wigs to boys and girls who have lost their own hair through cancer treatment or alopecia.

Each and every one of Great Lengths' certified salons and mobile stylists are now able to collect used hair extension donations from clients, for use in these tailored, gifted wigs.

This exclusive collaboration began back in February 2015 when James Henderson, owner of one of the Great Lengths' leading certified salons, M Hair Nottingham, read about the Little Princess Trust's amazing work, and wanted to do something to help.

"I noticed that so much high quality hair was being removed and thrown away every day, and thought how it could really make a difference if the hair could be used in wigs. I then decided to approach the Little Princess Trust with the concept of re-using Great Lengths hair extensions as hair donations. I am totally in awe of the great work the LPT do, and I am truly honoured to be able help," said James.

Recognising the ethicality, traceability and quality of all Great Lengths 100% human hair extensions, the Little Princess Trust has been accepting small numbers of Great Lengths hair donations for just over a year. Their specialist, overseas manufacturer has been reviewing the quality of the hair, and the Little Princess Trust has been ensuring that there is sufficient manufacturing capacity, should donations significantly increase. Now all the preparations have been completed, the Little Princess Trust invited Great Lengths to extend this donation scheme to all its certified salons and stylists across the UK and Ireland.

Carol Leo, Managing Director for Great Lengths UK & Ireland, said: "Being in the business of enabling men and women to enhance their natural hair by the application of our 100% human hair extensions, we understand the emotional impact of hair on people of all ages."

"Great Lengths hair is always ethically sourced from temples in India, where it is voluntarily donated. It seems appropriate that wearers of Great Lengths hair extensions can continue the donation life-cycle in a charitable way."

"The Little Princess Trust is a brilliant charity and I am so pleased Great Lengths hair extensions can be used to help these brave and deserving young people."

Monica Glass, Charity Manager at the Little Princess Trust, said: "Hair loss can be very traumatic at any age, but particularly for young people who may already be undergoing a difficult time. The fact that Great Lengths only uses 100% human hair for its enhancements was a key reason for us to work with them – we

know that using good quality, human hair is the only way to achieve a realistic look. We ask that salons encourage all clients to look after their hair extensions so that they have the best possible chance of being able to be used in a wig, and cared for again by our children.”

Hair that is 30cm in length or longer, is the most sought-after at this time. Only hair extensions that have been well cared-for may be used in the wigs. Salons and donors are encouraged to share their donation pictures on social media, using #GLforLPT.

For more information about The Little Princess Trust, please visit <http://www.littleprincesses.org.uk/>

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