



Make the Kindest Cut of All

What is hair to a woman?

A woman's hair is an incredible instrument of communication and self-expression. It defines her self-image in a way that almost no other physical attribute can.

What does the loss of hair mean to a woman battling cancer?

Today, far too many women we know face that frightening question. Nearly 700,000 adult American women will be diagnosed with cancer in 2007, and one in three women will develop some form of cancer in her lifetime.*

Hair loss can strike an especially crippling blow to women fighting cancer. In fact, a recent study revealed that 58 percent of women consider hair loss to be the worst side effect when undergoing chemotherapy; 8 percent of these women are at risk of avoiding potentially life-saving treatment.

What is Pantene doing?

Pantene and the **Entertainment Industry Foundation** have partnered to create Pantene Beautiful Lengths. This first-of-its-kind campaign encourages people to grow, cut and donate their healthy hair to make free wigs for women who have lost their hair due to cancer treatment. Visit www.beautifullengths.com for information on how you can get involved.

The Ways to Share

Individuals can register to donate their hair by visiting the program's website at www.beautifullengths.com. They will also find all of the campaign essentials at their fingertips:

- Ways to donate
- Donation registration information, including hair donation requirements
- Tips from celebrity stylist Danilo on how to grow healthy, beautiful hair
- Facts on the people and organizations making the campaign possible
- A downloadable donation kit

Once **Pantene Beautiful Lengths** receives a donation, it is sent to the leading global producer of real-hair wigs and extensions, **HairUWear®**. Donations are then transformed into high-quality, hand tied, real-hair wigs. It takes six to eight ponytails to make just one wig. The free wigs are then distributed through the **American Cancer Society®**'s extensive network of wig banks across the country.

Requirements and Instructions

Whether your hair is ready to donate now, or you need some time to grow it, here are some essential hair donation requirements you need to know before making the cut. If, after reading the below requirements and instructions you have any questions, please review the FAQs on the website at www.beautifullengths.com or call 1-800-945-7768.

Hair Requirements

1. Donated hair must be a minimum of 8 inches long (measured from just above the elastic band of the ponytail to the ends).

* Cancer Facts & Figures 2007, American Cancer Society

** Cancer Practice: Journal of the American Cancer Society, November 2001

2. Hair may be colored with vegetable dyes, rinses and semi-permanent dyes. It cannot be bleached, permanently colored or chemically treated (if unsure, ask your stylist).
3. Hair cannot be more than 5 percent gray.
4. Wavy or curly hair may be straightened before measuring.
5. Hair should be freshly washed and completely dry, without any styling products.

Hair Donation Instructions

1. Hair must be clean (shampooed and/or conditioned) without styling, hairspray, or additional hair products.
2. Gather hair at the nape of the neck.
3. Create a ponytail using an elastic band. Ensure the band is tight around the hair to keep the hair together after cutting. If the hair comes out of the band it will not be usable. (A second hair band can be placed around the middle of the ponytail to help keep the hair together after cutting.)
4. Ensure the elastic band is just below where you want to cut your hair.
5. Measure the length of the ponytail from the elastic band; make sure that the hair is at least 8 inches. Any length shorter than 8 inches is too short to be used in a wig and will not be used. There is no maximum length requirement. (If your hair is not 8 inches, continue to grow your hair out.)
6. Cut the hair just above the elastic band such that the band remains on the ponytail after cutting and keeps the hair together. Do not wash or style the ponytail in any way after it has been cut off.
7. Place the ponytail, kept intact and *completely dry*, in plastic zipper-lock bag.
8. Place the plastic bag with the ponytail in a padded or plastic envelope and mail to: Pantene Beautiful Lengths, 511 Wisconsin Drive, New Richmond, WI 54017-2613.
9. For written acknowledgement, please be sure to include your full name and address with your ponytail donation.

Dos and Don'ts of Growing Long, Healthy Hair

- DO use a conditioner after every wash to help keep hair moisturized and strong
- DON'T use a brush on wet hair; once hair is washed and conditioned, use a comb with smooth, wide-set teeth to gently detangle hair working from tip to root
- DO use a spray, leave-in conditioner for extra protection when using heated hair appliances
- DON'T use a hair dryer on soaking wet hair; to prevent thermal damage, wait until hair is 80 percent dry before using a hair dryer
- DO use a root lifter spray and/or Velcro rollers to achieve volume; avoid teasing hair, as it can uplift cuticles, making them fragile and susceptible to breakage
- DON'T over-brush hair. Despite the common myth that 100 strokes a day are good for hair, this can lead to breakage
- DO use deep conditioning treatments once a week, or as often as needed, to help minimize split ends and keep hair in tip-top condition
- DON'T wait more than six to eight weeks to get hair trimmed; regular salon visits are essential in keeping hair looking healthy and beautiful

To get all the latest news, tips and information on

Pantene Beautiful Lengths, visit www.beautifullengths.com



H A I R U W E A R ®



Questions? Give us a call at 1-800-945-7768