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***Southern Living At HOME*® announces *CUT IT OUT*,
a partnership to fight domestic abuse**

BIRMINGHAM, Ala.—Salon professionals across the country give their clients a lot of things – a haircut, highlights, a shampoo, a manicure. However, often the most important thing they give is an ear to listen. But sometimes that’s not enough. When a woman is in an abusive relationship, she needs help, but may not know where to turn.

Southern Living At HOME, the National Cosmetology Association (NCA), and Clairol Professional have joined forces to bridge the gap between victim and assistance through the salon professional. This partnership, operating as the Salons Against Domestic Abuse Fund, is launching a national awareness and training campaign, *CUT IT OUT*, to equip salon professionals to spot signs of domestic abuse and offer resources to their clients.

“They aren’t counselors,” Gordon Miller, Executive Director of NCA said. “The salon professional is an experienced listener who will use those skills to identify victims and distribute information about local resources.”

Dianne Mooney, Founder and Executive Director of *Southern Living At HOME*, announced the company’s sponsorship in *CUT IT OUT* at their national convention in Nashville, Tenn., on July 24. “We want to put tools in the hands of those who can make the most impact,” Mooney said. “Salon professionals have that opportunity—the opportunity to change someone’s life, and our Consultants can help spread the word about *CUT IT OUT* to their salon professionals.”

More than 3,500 Independent Consultants were in attendance at the convention, and are now mobilizing this program in their communities across the country. “This important program will help empower women and create positive change in their lives,” Mooney said. “This concept is at the heart of our corporate mission.”

CUT IT OUT began in 2001 as an Alabama program created by The Women’s Fund of Greater Birmingham and the Alabama Coalition Against Domestic Violence. State Attorney General Bill Pryor had awarded The Women’s Fund money from a class-action lawsuit, requesting that a portion of the money work to prevent domestic abuse across the state. During 2002, more than 500 salons across Alabama participated in trainings conducted by local domestic violence shelters. Mooney chaired the Grant Allocation Committee of The Women’s Fund and envisioned an expansion of the program to salons nationwide. Through the partnership, the program is now extending to the states of Tennessee, South Carolina, Illinois, Delaware, Colorado, Connecticut, and Virginia. Other states across the country will be added in 2004.

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“The partnership is vitally important to making this program work nationally,” said Jeanne Matson, General Manager of Clairol Professional. “We will have an incredible reach into the community.”

CUT IT OUT is a program of the Salons Against Domestic Abuse Fund dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities across the United States.

CUT IT OUT builds awareness of domestic abuse and trains salon professionals to recognize warning signs and safely refer clients to local resources.

Partners include:

Clairol Professional, Stamford, Conn., a division of P&G, and a leader in salon hair color for more than 70 years, with more U.S. salons carrying its flagship brand, Miss Clairol Professional, than any other hair color;

The National Cosmetology Association (NCA), Chicago, Ill., the world’s largest association of salon professionals, with more than 25,000 hairdresser, nail technician, esthetician, and beauty educator members; and

Southern Living At HOME, Birmingham, Ala., a company of Southern Progress Corporation and Time Inc., a home décor party plan company that has become the fastest growing in the history of direct sales.

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