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***CUT IT OUT***

**An Outreach Program of the Salons Against Domestic Abuse Fund**

***Every 5 years, domestic violence kills as many women as the total number of Americans who died in the Vietnam War.***

The intimate work of a salon professional creates situations in which many telltale signs of domestic abuse can be identified. Unrealistic guilt or fear of a partner, overwhelming insecurities, bruising in different stages of healing on the neck or scalp, and bald spots where hair may have been torn or pulled out, are all possible signs of domestic abuse that can be identified by a salon professional.

***CUT IT OUT***, a program of the **Salons Against Domestic Abuse Fund**, is dedicated to helping thousands of salon professionals learn to recognize symptoms of abuse as well as what to do, and what not to do, if they believe a client, friend, or co-worker is being victimized.

**Clairol Professional**, the **National Cosmetology Association (NCA)**, and ***Southern Living At HOME*** have all banded together to help fight back against domestic abuse. By equipping salon professionals with important resources and tools, more battered women will get the help they desperately need. These resources include distribution of brochures in both English and Spanish, a poster designed for use in private areas such as dressing rooms or rest rooms, and in-depth training sessions in select regions. The materials contain contact information for the National Domestic Violence Hotline (1-800-799-SAFE).

Originally a statewide program in Alabama, founded by the Women's Fund of Greater Birmingham, ***CUT IT OUT*** trained more than 500 Alabama salon professionals during 2002. As Grants Allocation Chair for this organization, ***Southern Living At HOME*** Founder and Executive Director Dianne Mooney envisioned a program that would reach nationwide. During this time, the NCA and Clairol Professional had separately identified domestic abuse as an area in which both could make a difference. The three organizations formed a partnership to take ***CUT IT OUT*** national in March 2003.

Future plans for ***CUT IT OUT*** include in-person training sessions throughout the country, all in conjunction with local domestic violence shelters and organizations.

By working with salon professionals who sincerely care about every client they touch, ***CUT IT OUT*** is dedicated to providing victims with the assistance they need to safely end the cycle of abuse.

For more information on ***CUT IT OUT***, please log on to [www.cutitout.org](http://www.cutitout.org).

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**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, CT, 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, IL, the world's largest association of salon professionals, with more than 25,000 hairdresser, nail technician, esthetician, and beauty educator members;

**Southern Living At HOME**, Birmingham, AL, 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.