

Unique Partnership Announces Program to Fight Domestic Abuse

Beauty professionals across the country provide their clients with many services and products—haircuts, hair color and highlights, nail and skin care, as well as home-use personal care products. They also are among the most trusted people a woman knows.

They know all about each other's lives, families, children, jobs and more. But sometimes more is needed. When a woman is in an abusive relationship, she needs help, but may not know where to turn.

The National Cosmetology Association (NCA), Clairol Professional and *Southern Living At HOME* (a party plan company with independent consultants throughout the country) have joined forces to bridge the gap between a victim and assistance she needs.

The partnership, through the Salons Against Domestic Abuse Fund®, is launching *CUT IT OUT™*, a national awareness and training campaign designed to alert salon professionals to the signs of domestic abuse and to enable them to provide safe resources to their clients, peers or friends.

“The partnership is vitally important to implementing this program nationally,” notes Jeanne Matson, general manager of Clairol Professional. “We formed this partnership because we believe that the salon is the natural environment for clients to become more aware of the issue and to learn how to get help.”

“Salon professionals are not trained counselors,” emphasized Gordon Miller, executive director of NCA, “but these professionals are experienced listeners and very visually aware. They will use those skills to identify victims and distribute information about local resources.”

CUT IT OUT began in 2001 as a program of The Women's Fund of Greater Birmingham, Alabama. During 2002, local domestic violence experts trained more than 500 salons throughout Alabama.

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“Having nurtured this program in Alabama,” said Dianne Mooney, founder and executive director of *Southern Living At HOME*, “I envisioned expanding it to salons nationwide. By combining our Consultants with the hundreds of thousands of salon professionals to which both the NCA and Clairol Professional have access, this program cannot help but be successful.”

CUT IT OUT will expand with training scheduled in Tennessee, South Carolina, Illinois, Delaware, Colorado, Virginia, and Connecticut in 2003. Other states across the country will be added in 2004.

“We want to put the right tools in the hands of those who can make the most impact,” Mooney added. “Salon professionals trained by *CUT IT OUT* will have that opportunity—the opportunity to change someone’s life.”

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.

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