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**CLAIROL PROFESSIONAL
SUPPORTS NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH**

October is National Domestic Violence Awareness Month. To further raise awareness and valuable funds for the fight against domestic abuse, **Clairol Professional** will donate part of the proceeds from sales of their legendary product line, **Shimmer Lights**, during the month of October 2003 to the **Salons Against Domestic Abuse Fund**.

Clairol Professional has recently partnered with the National Cosmetology Association (NCA) and *Southern Living at HOME*® on **CUT IT OUT**, a program of the **Salons Against Domestic Abuse Fund**. The program is dedicated to raising awareness and educating salon professionals on the telltale signs of domestic abuse so they may safely assist their clients who are in abusive relationships. Materials such as brochures and posters in both English and Spanish will be distributed to salons throughout the country. Salons are encouraged to leave these resources in private areas such as dressing rooms. The materials contain contact information for the National Domestic Violence Hotline (1-800-799-SAFE).

Shimmer Lights Conditioning Shampoo and **Color-Enhancing Conditioner** by **Clairol Professional** are specialized hair care products designed to silken white, gray, highlighted and light blonde-tinted hair. The classic line is a cult beauty favorite among consumers who use the products to keep their blonde color bright. **Shimmer Lights** hair care is available at beauty supply stores throughout the country.

Clairol Professional hopes everyone will take time this October to think about the victims of domestic abuse and support those organizations that are working to protect them.

For more information on **Clairol Professional**, please log on to www.clairolpro.com. For more information on **CUT IT OUT**, please log on to www.cutitout.org.