

# **WIGS OUT INFORMATION!**

## **Pantene Beautiful Lengths April 10, 2012**

The Pantene Pro-V Beautiful Lengths campaign collects hair donations from the United States and Canada. The hair collected is turned into wigs and distributed to women who lost their hair due to the effects of chemotherapy needed to fight the cancer.

The Pantene collected hair is crafted into beautiful natural hair wigs. Working in collaboration with the American Cancer Society, The Entertainment Industry Foundation and Hair U Wear, the wigs are given to women battling this terrible disease through one of the American Cancer Society's many wig banks.

The average price of a well made human hair wig is approximately \$1,200 and most insurance companies cover only a small percentage of the cost, if anything at all. For many of the women receiving a wig from the Pantene Pro-V Beautiful Lengths campaign, the chances of having a well made human hair wig seemed impossible as the illness often causes finances to be exhausted.

From celebrities, such as Hilary Swank and Diane Lane, to children like four-year-old Chloe Ferraro, people of all ages and from all walks of life are cutting their hair in response to Pantene's call to action. If you would like to donate your hair to this wonderful cause by joining thousands of others in their effort to donate one million inches of hair - eight inches at a time.

### **Hair Donation Requirements**

- \* The minimum hair length donated must be eight inches when measured from the end of the ponytail to just above the elastic band that is holding it together.
- \* It is all right to straighten curly or wavy hair and then measure it.
- \* Before cutting your hair make sure it is freshly washed and dried completely. Do not use any styling products on your hair.
- \* Colored hair is accepted but only when it is colored with semi-permanent dyes, vegetable dyes or rinses.
- \* Colored hair cannot be accepted if it is dyed with permanent color, is bleached or chemically treated.
- \* No more than five percent of your hair may be gray.

### **Why Hair Requirements are Needed**

To make a natural hair wig it takes a minimum of six 8-inch ponytails. Because each person's hair is unique, each ponytail must be processed. Once the processing is complete, the hair is dyed to create wigs that are natural looking and uniform in color.

Hair that is chemically processed or colored with permanent dye is too delicate and fragile and breaks easily after processing and coloring. In addition, chemically processed, permanently colored and gray hair is more difficult to color and fades more quickly than other hair.

## WHAT HAPPENS ON THE DAY OF THE CUT?

1. Only ONE person may chop your locks.
2. You and your cutting buddy will be dismissed from class at 9:45 to get ready. Come to the theater as SOON as you are dismissed from class. You will only have 30 minutes to get your hair measured and ready to go.
3. You will all line up in the commons, in alphabetical order, which is the order in which you sit. You will be assigned seats in the gym. You will be shown where your cutting chair is ahead of time, AND your name will be on your chair in the gym.
4. You will enter through the gym when it's time for the "big cut" via the commons area. Your cutting buddy will enter with your scissors, and your zip lock bag.
5. We will have three guest speakers, a drawing for the Garmin GPS, and a video. At the end of the video, there will be a countdown from 10 to 1. On one, your cutting buddy should START CUTTING.
6. When the process is done, we will close with a prayer, and you have about 10-15 minutes to freak out and have your picture taken. Your boxed lunch will be in the theater waiting for you. Your cutting buddy does not get lunch.
7. At around 11:30 we will load a bus and go to Xenon International Academy. **YOU WILL NOT TRAVEL TO XENON IF YOU ARE NOT GETTING YOUR HAIR, AT LEAST, TRIMMED THERE.**
8. At Xenon, we will (hopefully) be on 93.3 broadcasting live with DJ Kirby. If not there will at least be karaoke. You will get your hair and makeup done for free at Xenon.
9. Lunch will be brought in for you from Andre's Café and Bakery whether you are traveling to Xenon or not. If you are going to get your hair and makeup done, we will take the lunches with us. If you are not going with us you can get your lunch from the stage in the theater. You will provide your own drink.
10. The bus will return to STA at around 2:45.

**You are a ROCK STAR for doing this.** It takes 6-8 pony tails just to make one single wig. Thank you SO much for your donation.

### Other things you should know.

T-shirts will be sold. All proceeds go to The American Cancer Society, or Children's Mercy Hospital's Cancer Ward. All shirts will be \$10, even if you're cutting your hair. Sorry guys...can't do a discount this year.

**April 10<sup>th</sup> What you should bring to the theater?...**NEW scissors (They will be the most sharp), a comb, a ruler, a zip-lock bag with your name and address on it, skinny ponytail holders..lots of them (the small, clear kind work the best), money for a drink and a tip for your hairstylist and makeup artist at Xenon (cuts and make up are free), and a smile!

**PLEASE KEEP THIS INFORMATION IN A SAFE PLACE. I WANT YOU TO BE INFORMED!!!!**