

'L'Oreal USA Hairdressers Against AIDS' To Initiate One Million Conversations About HIV Testing

<p>Press Release</p>

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Hairstylists across the country to use their voice, use their power, for a beautiful world without AIDS by encouraging their clients and community to get tested

NEW YORK, Nov. 30, 2012 /PRNewswire/ -- L'Oreal USA's Hairdressers Against AIDS announced today a new goal to start one million conversations about HIV testing in 2013. In the U.S., nearly 1.2 Million people have HIV and 1 in 5 don't know it([i])). The only way to "know your status" is to get tested. Hairdressers Against AIDS, an advocacy program, mobilizes hairdressers and salon professionals to use their voice to educate their clients about HIV/AIDS and help stop the spread.

"Through the special bond between client and artists, hairdressers have the unique opportunity to help save lives by starting conversations," said Christine Schuster, SVP of Education for L'Oreal Professional Products and the Chair of Hairdressers Against AIDS USA. "This year we are focusing on empowering and educating the millions of people hairdressers reach, to know their HIV status by getting tested and encouraging others to do so as well."

"I have been involved with L'Oreal's Hairdressers Against AIDS program since its U.S. launch in 2010 in New York City," said Christine Quinn, New York City Council Speaker. "This type of cutting edge program is what we need to continue to engage in conversations about the importance of HIV/AIDS testing and prevention. The energy and commitment of this group is absolutely contagious and I applaud their efforts."

Over the next year, Hairdressers Against AIDS will provide thousands of salon professionals with in-depth training at special L'Oreal educational sessions and through industry events, enabling them to educate customers about HIV/AIDS testing in the U.S. With 500,000 hairdressers in the L'Oreal Professional Products Division salon network, who see an average of 20 million clients per week, this campaign has the opportunity to reach more than 110 million Americans per year through the L'Oreal network alone. In addition, Hairdressers Against AIDS will bring their message to over 550 Salon Centric locations, reaching salon professionals across the country both in-store and through regional shows, hands-on classes, and in-salon workshops.

Hairdressers Against AIDS (U.S.) is sponsored by The L'Oreal Foundation D'Enterprise in partnership

with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and is believed to be one of the largest HIV/AIDS mobilization campaigns in U.S. history.

Use Your Voice, Use Your Power, For A Beautiful World Without AIDS. For more information about the program or to find testing locations near you, please visit our website www.HairdressersAgainstAIDS.com or find us on our Facebook page <http://www.facebook.com/HairdressersAgainstAids>. You can join the conversation on Twitter with the hashtag #HAAKnowYourStatus.

(([i])) Department of Health and Human Services Centers for Disease Control and Prevention

SOURCE L'Oreal USA

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[See the topic on aegis.org](http://aegis.org)