

Great Lengths® Extended



The Little Princess Trust

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Have you ever wondered what happens to your hair extensions when the time comes for them to be taken out? Now there is a way to generate new life out of your Great Lengths extensions – and support a very special cause at the same time.

We are delighted to reveal that the Little Princess Trust has exclusively agreed to accept donations of Great Lengths hair extensions, for use in their real hair wigs for boys and girls across the UK and Ireland who have lost their own hair through cancer treatment and alopecia.

The Little Princess Trust was launched in 2006 by the parents of the original Little Princess, Hannah Tarplee. Hannah was sadly diagnosed with a Wilms tumor and passed away, after a brave battle, in 2005.

Like so many Little Princesses (or Princes), Hannah loved her hair and losing it was very traumatic. Hannah's parents, Wendy and Simon, decided to launch a dedicated charity in Hannah's memory, to provide specialist children's wigs.

The Little Princess Trust is the only UK and Ireland based charity to work with specialist wig suppliers and hair stylists to tailor wigs to each individual to help restore their own style and confidence, as much as possible.

As the only hair extensions provider able to guarantee the source of its 100% human hair, we will work with our top salons across the UK to collate hair, with the donor's permission, and send it on to the Little Princess Trust for use in their 100% human hair wigs.

The collaboration began when James Henderson, owner of DM Hair Nottingham, read about the amazing work of the Little Princess Trust and wanted to do something to help.

"I noticed that so much high quality hair was being removed every day, and thought how this could really make a difference to children's lives if the hair could be used for wigs. I then decided to approach the Little Princess Trust with the concept of re-using Great Lengths hair extensions as hair donations – I am totally in awe of the great work they do, and I am truly honoured to be able help" said James.



This initiative is currently being trialed in Great Lengths Platinum status salons as a starting point – so we can gauge the response and make sure all the elements are in place to process the increase in hair donations. Later in the year, this will roll out to additional salons by invitation only.

Monica Glass, Charity Manager at the Little Princess Trust, said: "Hair loss can be very traumatic at any age, but particularly for young people who may already be experiencing a very difficult time. The fact that Great Lengths only uses 100% human hair for its enhancements was a key reason for us to work with them – we know that using good quality, human hair is the only way to achieve a realistic look for the young people that we support. We would ask that salons encourage all clients to look after their hair extensions so that they have the best possible chance of being donated and manufactured into wigs for the children and young adults that we assist."

Hair fit for a Little Princess Trust donation must be:

- A minimum of 50 bonds
- A minimum length of 30 cm
- Bonds must be kept intact

Any one who pledges their used extensions hair to the cause will receive a thank you message from the Little Princess Trust, acknowledging the kind donation.

For more information about the Little Princess Trust, visit <http://www.littleprincesses.org.uk>