

# salon today

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[RECEPTION]

# Hairdressers Unlocking Hope

**Salon legend Vidal Sassoon** has joined forces with Habitat for Humanity and behindthechair.com's Mary Rector to launch Hairdressers Unlocking Hope, a campaign to rebuild 18 homes for the survivors of Hurricane Katrina in New Orleans' St. Tammany Parish.

"In the case of New Orleans and other affected areas, there is so much work to be done to restore housing and hope," says Sassoon, "so we need to come together to show the world how caring, giving and strong our community of hairdressers can be." Companies involved in supporting the campaign include Bumble and bumble, Equibal Labs, Neill Corporation, Paul Mitchell The Schools, PureOlogy, TIGI and more.

For information on how your salon can contribute, visit [www.behindthechair.com](http://www.behindthechair.com).



Vidal Sassoon (far right) kicks off the Hairdressers Unlocking Hope campaign in Orlando at behindthechair.com's Stylist Choice Awards, joined by several salon industry icons.