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HAIRDRESSERS OF THE WORLD AGAINST AIDS

In 2005, L'Oréal and UNESCO joined forces in the battle against AIDS through a unique initiative called **Hairdressers of the World Against AIDS**. HIV and AIDS was first discovered 25 years ago and has grown into a world-wide epidemic and now around 39 million people are living with HIV and AIDS globally.

Hairdressers of the World Against AIDS promotes awareness about the HIV virus through the regular education programme's that L'Oréal hairdressing brands - L'Oréal Professionnel, Kérastase, Redken, Matrix, Mizani and SoffSheen-Carson - run.

It is currently in place in France, Brazil and India and will soon be in place on all continents. The programme has also started in the UK and is being rolled out in courses from now on. Training materials on HIV and AIDS have been prepared with the expertise of UNESCO, including an innovative film called Vertigo, presentation materials and an interactive quiz.

"As an industry we have the chance to really make a difference," believes Martin Smith, Managing Director, L'Oréal Professional Products Division, UK. "We hope that hairdressers around the UK will get behind the project and help to end this global epidemic."

A prevention education programme first started in South Africa in 2002 as an employee programme before being rolled out to African Salons. In May 2005 L'Oréal received a highly prestigious award from the Global Business Coalition Against Aids for the work it has already carried out.

UK industry icons **Trevor Sorbie** and **Errol Douglas** have agreed to be the initiative's Ambassadors, and lend their support to this very worthwhile cause.

"The only way you can cure a problem is to prevent it in the first place. The only way you can prevent something is to have the knowledge of how to prevent it. This isn't just a local initiative, Hairdressers of the World carries a global message, and I think L'Oréal's initiative is fantastic." **Trevor Sorbie**

"Hairdressers can make a difference in this global fight against HIV and AIDS by listening to the messages in the 'Vertigo' video prepared by UNESCO. Young people in our industry do not know enough about HIV and AIDS, and because this epidemic is very real, it's important to raise awareness about prevention through education." **Errol Douglas**

SOME FACTS & STATISTICS ABOUT HIV and AIDS in the UK

1. About 60,000 people in the UK are living with HIV and AIDS, but only 40,000 know they have it
2. The majority of people living with HIV in the UK are now heterosexual, and new heterosexual infections in the UK have doubled since 2000
3. In 2005 it was estimated that there were 7,750 new diagnoses – the highest number ever
4. The public's awareness of HIV and AIDS is less than it was five years ago
5. Sex and relationship education is not compulsory in schools, so many young people are missing out on vital information on prevention

Information provided by the National Aids Trust www.natf.org.uk

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