

ghd celebrates a decade of support for National Breast Cancer Foundation

MEDIA RELEASE

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Leading hair styling brand ghd commemorates a decade long partnership with the National Breast Cancer Foundation (NBCF) this year by becoming a Pink Diamond partner with the commitment of a \$1 million contribution in 2013. This will see ghd Australia's total contribution to the NBCF reach over \$3.7 million in funding by year's end.

For the past ten years, ghd, in collaboration with its salon partners has shared the NBCF's vision, contributing towards funding research into the prevention and cure of breast cancer. Sales from the company's iconic pink styler campaign (run annually) have helped support a continued and concerted research effort.

Lino Sinni, ghd Managing Director Australia New Zealand, said: "This is a cause that is very close to our hearts. Not only are we passionate about raising awareness and funds needed to beat breast cancer, but also very proud to continue our support for this inspiring organisation and become a Pink Diamond partner this year. It's a sign of ghd's commitment over the decade that we have been supporting the NBCF."

Since the launch of the first baby pink ghd styler in 2003, women have fallen in love with ghd's limited edition pink stylers, of which \$20 from each sale is donated to the NBCF. Over the years, ghd Australia has supported many research projects including a Doctoral Research Scholarship and three Novel Concept Awards that encourage the development of innovative breast cancer research to break new theoretical ground. On a global scale, a total of £7 million to-date has been raised for the NBCF and its affiliates around the world.

"A Pink Diamond Partnership is very special to the Foundation. Research is not a cheap undertaking and so requires long-term and generous commitment to sustain. Over the past 18 years research has transformed a woman's experience of breast cancer, and over the next 18 we need to reach our aspirational goal of zero deaths from breast cancer. This can only be done with ongoing investment by the Foundation in the most impactful research," explains Carole Renouf, CEO National Breast Cancer Foundation.

"A great example of impactful research is the new project ghd is supporting with its \$1million commitment. This is the first of our inaugural Translational Grants, designed to accelerate speed to market for discoveries in the lab. Support from ghd will drive early clinical trials of a new class of drugs which has proven potential in the lab; BH3 mimetics, which can be used to both attack breast cancer cells and also address the growing problem of resistance to chemotherapy. In this way, ghd is making a direct difference to the lives of people affected by breast cancer." said Ms Renouf.

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Notes to Editors:

ghd is always written in lower case. Standing for 'good hair day', ghd is an iconic, professionally endorsed hair styling brand available only through premier salons and ghdhair.com/au. ghd is celebrating its 12th year of transforming the way women style their hair around the world. In 2001, ghd re-invented the professional hairstyling tool market with the launch of its ground-breaking styler, replacing flat irons, straighteners and curlers with a professional styling tool designed for salon use that could also be used easily by women at home.