

## **PUREOLOGY PARTNERS WITH OVARIAN CANCER ACTION**

*BRAND GOING BACK TO ITS ROOTS AND DEMONSTRATING COMMITMENT TO FUNDING VITAL  
OVARIAN CANCER RESEARCH*

**MARCH 2018, LONDON.**

Pureology are pleased to announce a partnership with the Ovarian Cancer Action charity for 2018. Pureology has supported the National Ovarian Cancer Coalition in the USA since 2011 and this partnership in the UK continues to demonstrate the brands commitment to funding vital ovarian cancer research.

### **GOING BACK TO WHERE IT ALL BEGAN**

American hairdresser, Jim Markham, founded Pureology in 2011 after a close friend was diagnosed with ovarian cancer and struggling to find a haircare that did not irritate her skin, which had become sensitive following treatment. Pureology was born. Sulfate-free, 100% vegan haircare for coloured hair, made with all-natural ingredients and pioneering the 'no nasties' movement.

### **COMMITMENT**

The brand is donating £1 for limited edition Hydrate Coffret (RRP: £40) set sold in salons nationwide\* and online\*\* in March while the Pureology staff at the office in L'Oréal's London HQ are on a mission to raise £20,000 through fundraising that will including biking, baking and marathons. The money raised will support research and raise awareness, creating a better future for the thousands of women affected by this disease.



**Katherine Taylor, CEO, Ovarian Cancer Action, said:**

*“We are delighted to be working with Pureology and excited to embark on this multifaceted partnership. Pureology will not only be donating £1 for every Hydrate shampoo and conditioner pack sold throughout Ovarian Cancer Awareness Month this March, but staff will also be taking on a number of challenges to fundraise for our research.*”



*“Stylists in Pureology salons nationwide are also being invited to organise their own Walk In Her Name event in their local area; a sponsored walk that celebrates the courage and strength of women diagnosed with ovarian cancer. Money raised throughout this partnership will help us to find treatments and earlier diagnosis tools for women like Danielle and we’re excited to have Pureology alongside us in this mission.”*

**Melissa Fernandez, General Manager, Pureology UKI adds:**

*“We are very proud to support the Ovarian Cancer Action charity; a cause that is particularly close to the heartland of the brand's founding and heritage.”*

- ENDS -

FOR MORE INFORMATION, CONTACT PUREOLOGY COMMUNICATIONS MANAGER, CALLUM POWELL

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#### **NOTES TO EDITOR:**

\*available at Pureology salons nationwide. Go to [www.pureology.co.uk](http://www.pureology.co.uk) for stockist details

\*\*online e-retailers including ASOS, [LookFantastic.co.uk](http://LookFantastic.co.uk), [CultBeauty.co.uk](http://CultBeauty.co.uk) & [FeelUnique.co.uk](http://FeelUnique.co.uk)

#### **Ovarian Cancer in the UK: The facts**

- It is the deadliest gynaecological cancer and the sixth most common cancer among women
- There are 7380 new diagnoses each year
- The UK has one of the lowest survival rates in Western Europe, with a woman dying from ovarian cancer every two hours;
- That amounts to almost 4,300 deaths each year

Ovarian Cancer Action is the UK’s ovarian cancer research charity and its mission is to fund research that saves lives. From funding scientists on the front line, to mobilising millions of people across the UK to take action – Ovarian Cancer Action is driven by a vision of a world without ovarian cancer and a belief that it can create a better future.

#### **DANIELLE’S STORY**

This partnership is particularly significant to stylist Danielle Golding (below), who was diagnosed with stage 3 ovarian cancer aged just 23.

A hairdresser in a busy Reading salon, Danielle was experiencing excruciating pain in her side but battled on day-to-day. It took months of going back and forth to the hospital before finding out she had tumours on both of her ovaries and that she required immediate surgery. This was particularly worrying, as she had been planning to try for a baby. Danielle, said:

*“I was 23 and all of a sudden I was going through the menopause. Luckily my boss has been amazing and I was able to go back to work gradually. My partner is incredible and has been my rock, I don’t know how I could have got through the last few years without him by my side. We’re hoping to be able to have a baby through IVF in 2018 and I want to share my story to encourage women at any age with symptoms that don’t feel right to go to their GP immediately.”*