



THANK YOU FOR PARTICIPATING IN PANTENE® BEAUTIFUL LENGTHS.

Our campaign is one of the first in the country to encourage women and men to grow, cut, and donate their healthy hair to make wigs for women who have lost their hair due to cancer treatments.

Hair provided by generous volunteers like you will be used to craft beautiful, high-quality wigs by our partner, HairUWear®. Then it will go to a woman affected by hair loss from cancer.

How To Make The Cut

Here's everything you need to know about participating.

Hair Requirements

- Donated hair must be a **minimum of 8 inches long** (measure hair from just above the elastic band of the ponytail to the ends).
- Wavy/curly hair texture is fine—you may straighten hair to measure.
- Hair should be freshly washed and completely dry, without any styling products.
- Hair may be colored with vegetable dyes, rinses, and semi-permanent dyes. It cannot be bleached, permanently colored, or chemically treated.
- **Hair may not be more than 5% gray.** Here's why:
 - It takes 8-15 ponytails to make a Pantene Beautiful Lengths wig; in general, each ponytail comes from a different person and is a different color. Even though some hair colors may look similar, including gray hair, each is completely unique.
 - For a realistic-looking wig that has consistent color throughout, donated ponytails must be processed and then dyed to the same shade. It is critical for each ponytail to absorb dyes at the same rate in order to create wigs of consistent, natural-looking color.
 - Gray hair, as well as some chemically treated or permanently colored hair, does not absorb dye at the same rate as other types of hair. It is much harder to color and, once colored, fades more quickly.
 - Most permanently colored hair, once it is processed and re-colored, is too fragile and breakable under the rigorous processing required during the production of a Pantene Beautiful Lengths wig.

Hair Donation Instructions

Note: It is helpful to have someone cut your hair for you.

- Hair must be clean, shampooed, and/or conditioned, without any styling, hair spray, or additional hair products.
- Gather hair at the nape of the neck.
- Create a ponytail with an elastic band. Ensure the band is tight around the hair to keep the hair together after cutting. If the hair comes out of the band, it will not be usable. A second hair band can be placed around the middle of the ponytail to help keep the hair together.
- Ensure that the elastic band is just below where you want to cut your hair.
- Measure the length of the ponytail from the elastic band to the tips, ensuring hair is at least 8 inches long. Donations shorter than 8 inches will not be used, as it's too short for making a wig. If your hair is not 8 inches, continue to grow your hair out. There is no maximum length requirement.
- Cut the hair just above the elastic band such that the elastic band remains on the ponytail after cutting and keeps cut hair together. Do not wash or style the ponytail in any way after it has been cut off.

- Place the ponytail, kept intact with the elastic band, in a zipper-lock bag and seal tightly. Please ensure the ponytail is completely dry before sending.
- Place the plastic bag with the ponytail in a padded or plastic envelope and send to:

Pantene Beautiful Lengths
PO Box 2612
Grand Rapids, MN 55745-2612
Customer Service Phone Number: 855.811.7027

Thanks for your generous donation and for participating in Pantene Beautiful Lengths.

Share Your Story – #BeautifulLengths

HAVE YOUR STYLIST TAKE BEFORE/AFTER PICS

and post on your social media sites. And remember to tag it with #BeautifulLengths.



PANTENE  **BEAUTIFUL LENGTHS**

Questions?

Visit www.beautifullengths.com. U.S. and Puerto Rico Residents only.

Abbreviated Terms and Conditions

Open to legal residents of the 50 U.S. states and D.C. who are at least 18 years of age as of the last day of the month prior to the date of purchase. To qualify, simply purchase any Pantene product at Walmart (excluding trial/travel sizes), then have your qualifying 8-inch ponytail cut at a salon of your choice. Mail in your ponytail, your salon receipt, and your Walmart receipt, and you'll receive a rebate in the form of a CitiBank gift card of up to \$50 for the salon services by mail. Valid 8/25/14 through 10/31/14. Rebate requests must be postmarked by 10/31/14. Limit one (1) offer per participant. Visit www.GoToBeautifulLengths.com/offer for complete terms and conditions.



DONOR INFO CARD

Where should we send your gift card?

First Name:

Last Name:

Address:

City:

State:

ZIP Code:

Email:

Salon Name:

Cost of Haircut:

Signature:

PLEASE STAPLE YOUR RECEIPTS TO THE BACK OF THIS FORM.

☐ Walmart Receipts

☐ Salon Receipts

☐ Dry Ponytail



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