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SHE Hair Extensions by SO.CAP. USA Raises \$483,000 Over \$1.3 Million Now Donated To Support The National Breast Cancer Foundation

Mahopac Falls, NY SHE Hair Extensions by SO.CAP. USA celebrates continued success with the conclusion of their 4th annual Pink Hair For Hope Program. Pink Hair For Hope allows salon clients to donate \$10 to The National Breast Cancer Foundation. In return, they receive a pink hair extension to show their support of breast cancer awareness in a very unique and stylish way. All pink hair extensions are provided by SHE Hair Extensions by SO.CAP. USA.

SHE Hair Extensions by SO.CAP.USA is happy to report that each of their 12 regional offices across North America actively participated in this program. More than 375 salons nationwide helped contribute to the large \$483,000 donation this year to The National Breast Cancer Foundation. Over the past four years, the company has successfully donated over \$1.3 Million to the National Breast Cancer Foundation. Ron Cardillo, Sr., President of SHE Hair Extensions by SO.CAP. USA, notes, "Pink Hair for Hope is a very creative opportunity to have salons and their valued clients help The National Breast Cancer Foundation in its efforts to increase breast cancer awareness and education, while also showing their support for those who have fought and are still fighting breast cancer. This program has also become a very effective way to introduce new hair extension services to salon clients."

Headrush 180 Salon was the top earning salon this year. Located in small town Easton, MD near Baltimore and only open for two years, the Headrush 180 Salon was able to raise \$17,300 in charitable donations for the National Breast Cancer Foundation. Jim and Penny McCafferty, salon owners, note, "With only two of our hairstylists that are SO.CAP. USA certified, our goal was to raise \$1,000. The fundraiser was progressing pretty slowly until one client, a cancer survivor, came in and heard about the Pink Hair For Hope Program. She told me she was going to go home and send a mass email to her employees, family and friends asking them to come in to our salon and to show their support. Before we knew it, there was a line of people outside waiting to get their pink extensions. The telephone was ringing off the hook and people were asking us to bring our pink extensions to their offices and schools. It was such a rush!" Hank and Kathy Williams of SO.CAP. USA Hair Extensions Mid Atlantic note, we are very proud to help recognize this entire salon team and their clients for their tremendous effort!"

Pink Hair For Hope Chopper: This year, SHE Hair Extensions by SO.CAP. USA organized a raffle in which one of the top 12 donating salons from across North America won a custom designed pink chopper motorcycle provided by the National Breast Cancer Foundation. Announced at the International Beauty Show in New York City, Frank Girona Salon & Day Spa in Naperville, IL will receive their brand new Pink Hair For Hope motorcycle!

SHE Hair Extensions by SO.CAP. USA is headquartered in New York. For more information on how to find a salon near you for professional SO.CAP. USA Hair Extensions and for information on the annual fall Pink Hair For Hope Campaign, call 877-855-4247, visit www.SoCapUSA.com or www.PinkHairForHope.com. Email them at info@SOCAPUSA.com. Visit the National Breast Cancer Foundation at www.NationalBreastCancer.org.

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 **The Real SO.CAP.®** : Look for the  logo to ensure that you are receiving genuine **SO.CAP. USA™** Hair Extensions. Beware of competitors who use SO.CAP.® in their name. **There is only one real  SO.CAP. USA™**