



James Henderson - The Little Princess Trust Initiative

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Our UK Trade Ambassador and co-founder of M Hair (Nottingham), James Henderson discusses why he wanted to set up a partnership between Great Lengths and The Little Princess Trust, and what salons and wearers need to do to donate used hair extensions...

Great Lengths hair is of an extremely high quality, and when correctly cared for that quality will remain throughout the months that the hair extensions are worn and beyond.

This got me thinking about what an amazing thing it would be to collect up and gift the used hair extensions, for use in wigs for children who have lost their own hair via cancer treatment or alopecia. With this in mind I approached the Little Princess Trust and Great Lengths with the concept, and since then we have worked together to pioneer this exclusive partnership.

The Little Princess Trust provides wigs free of charge to children suffering with hair loss. Each wig is tailored to each donor, to help them to regain some of their personal style and confidence. The wigs feature a mix of hair from a number of donors, but Great Lengths is the only hair extension brand to have this partnership with the charity.

All Great Lengths clients can now choose to gift their used hair extensions to the Little Princess via their chosen participating Great Lengths salon.

Enchanting your enhancements

Your stylist will:

- Carefully remove your hair extensions, leaving the bond attached to the removed hair if possible, so that they can be identified as Great Lengths enhancements.
- Lay your removed hair extensions onto a towel or place them into a hair holder.
- Bundle the hair together under the bonds using the tie provided.

Hair fit for a Little Princess (or Prince) must be:

- A minimum of **50 bonds**.
- A minimum length of **30cm**.
- Received in a cared-for condition.



It is now possible for all Great Lengths salons/stylist to be part of this amazing initiative. To sign up to accept donations, salons must call the Great Lengths Salon Support team (0113 278 1292) and request an information pack, which contains everything they need to get started.



On behalf of The Little Princess Trust and Great Lengths - Thank you!

James Henderson, **M Hair**