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Kenra Professional Adopts The Rapunzel Project

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Kenra Professional has adopted The Rapunzel Project, a non-profit organization dedicated to helping cancer patients keep their hair during chemotherapy, as its company charity and donated \$50,000 to support its efforts.

More than 1.5 million new cancer cases were diagnosed in the United States in 2010. About 8% of women and men decide not to have chemotherapy because they are afraid to lose their hair. However, a new cold cap technology commonly used overseas has been shown to prevent hair loss associated with chemotherapy. Kenra Professional is supporting The Rapunzel Project's mission to inform patients that they have an option.

"Keeping your hair while undergoing chemotherapy is not about vanity—it's about identity," explains Nancy Marshall, co-founder of The Rapunzel Project. "Knowing she can keep her hair can help liberate a patient emotionally and physically from the 'cancer patient' label and improve self-image, dignity and morale—vital, yet often overlooked, elements of overall wellness. Cold caps are not a cure for cancer, but they are an enormously powerful game changer for patients. We are delighted to partner with Kenra Professional to bring that important message to the professional beauty industry, which is critical to spreading our story."

Cold cap therapy involves the use of special caps, frozen to a very cold temperature and worn before, during and after each chemotherapy treatment. The cooling of the hair follicles prevents chemotherapy toxins from reaching them, preserving the follicles and therefore preserving the patient's hair.