



Contact: Sharon Esche
Esche & Alexander Public Relations
for Jatai International and Seki Edge
'Implementing Beauty for 60 Years'
760-414-3370
sharon@beauty-pr.com

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**JATAI INTERNATIONAL BECOMES "HAIR CARES" SPONSOR:
FEATHER STYLING RAZORS GIFTS FOR VOLUNTEERS
GIVING FREE HAIRCUTS FOR THE UNEMPLOYED**

Hair industry icon and former Artistic Director of Vidal Sassoon, **Maurice Tidy** launched his national "**Live to Give**" organization '**Hair Cares**' with the first of many partner salons throughout the U.S. to give free haircuts and pre-interview maintenance advice for those who have lost their jobs and are competing to find work. Jatai International, known for its renowned Feather styling razors is an on-going Hair Care sponsor for all events throughout the country.

One of Maurice Tidy's former Sassoon colleagues, Daniel Rizzardi in his "Secrets" salon in Charlotte, NC became the launching salon for the first of many Hair Cares events planned for many cities around the U.S.

Charleston-based Maurice Tidy and Gina Caruso conceived the idea for '**Hair Cares**' after Gina joined the ranks of the unemployed and became acutely aware of how many sacrifices must be made when you lose the financial security of a regular paycheck. Maurice, relating to Gina's struggles, said: "*I have owned salons all over America, including on those on Madison and Park Avenues in New York City and I have enjoyed an amazing career in the salon business both in London and in America. Now, I want to give back. Gina and I are creating these programs nationwide to those who have been affected by this recession.*"

Jatai President Dean Wada said, "Every '**Hair Cares**' volunteer stylist will receive their choice of a free Feather styling razor, or pack of Feather blades. These grass roots efforts deserve the support of all of us in whatever we can help". Additionally, Jatai has donated directly to '**Hair Cares**' to support their efforts in this first formative year.

Salons interested in participating in **Hair Cares** in their city can call Maurice Tidy or Gina Caruso at (954) 643-6931. For more information about Jatai International and Feather razors and shears call (562) 921-9396 or visit www.jatai.net.

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