



SWEET CHANGE

In a world where 'busy' is thrown amidst banter more often than you can say 'thanks for your time,' it's always refreshing to learn what dedicated Paul Mitchell change makers have been up to.

Upon chatting to a friend of mine last week, I was impressed with an idea she presented with aim of raising money for the Starlight Foundation. The evolving thought process was not so inspiring however – mid-conversation, my lady friend commented that it may not be worth the effort as surely the resulting funds would be too small in the big picture. How wrong she is. If we all operated on such beliefs, fundraising would be near non-existent – it is the odd 50 cents and two dollar coin that join forces to make positive waves for those in need, and Melbourne based hair salon Sweet Caroline is the perfect example.

The gift of beautiful hair is a given thanks to the staff at Sweet Caroline – so too are the many donated

vouchers signed away for the good of various charity events supporting the likes of; Flinders Park Primary School, the Stroke Foundation, the Irabina Specialist Autism School and Sacre Couer School. Ranging from \$100 worth of Paul Mitchell retail to \$250 vouchers, Sweet Caroline continuously enjoy investing their time and energy into a better future for both the budding hands of society and less fortunate alike – several clients diagnosed with cancer have had their tresses tended to complimentary by the Sweet Caroline cast.

Sweet Caroline talents are annually delivered into the cause of Hoopla – a fashion fundraising event for Breast Cancer held at Melbourne's Docklands – and the shelves of this salon have recently adopted a line of organic beauty products sure to (much like the careful chemical handling of this team) drain into the environment with little impact. Contact Sweet Caroline on (03) 9867 6611

Andrew Elsegood recently threw an opening party for his new Adelaide salon with difference – a generous twist for the benefit of a culture with greater problems on their plate than where the next stellar haircut will emerge.

Andrew Elsegood staff member Christopher Geracitano feels a little bashful upon arriving to his mother's (Roxan) with news of successfully improving ones identity and enthusiasm toward their appearance. This is something to be commended, but when followed with conversation of Roxan's work among her Philippine community with effort to aid and raise awareness of their dire living conditions, seems a little passe.

With this soldier for human rights in mind, the Andrew Elsegood team requested all salon opening guests open their hearts and wallets for the better of struggling Philippine families. Over \$500 was raised for the cause – once again, an amount that may seem slight yet, when you consider the monthly earnings of a Philippine Government employee is \$300, a little bit really does go a long way.

Contact Andrew Elsegood on (08) 8274 1211 **IN**