



NEWS RELEASE

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Beauty and philanthropy come together in Montréal

On Friday, October 18, in downtown Montreal, hair stylists will be donating their time and talents to help children affected by poverty.

Men and women with grey, white or blond hair are invited to drop into Academie Saco at 4895 Boulevard St. Laurent, 10 am to 6 pm, for a FREE hair wash, treatment, style and blow-dry. **Haircare for Humanity** features Light Blue Shade™ products for mature hair, and offers refreshments and prizes for all visitors, along with activities focused on beauty and wellness.

This event is hosted by Laboratoire Cosmepro a division of ForLab, a Québec-based cosmetic company that, since April 2009, has been donating a percentage of product sales from its Light Blue Shade line to Canadian Feed The Children's National Nutrition Program to improve access to nutrition for Canadian children.

Haircare for Humanity takes the philanthropic partnership to downtown Montréal, with proceeds directed to Canadian Feed The Children's development programs for children living in poverty around the world.

For more information on the event, please contact:

Janet Tarasofsky, Laboratoire Cosmepro Inc.

1-800-308-2545 or 450-442-2545

To learn more about Canadian Feed The Children, please contact

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About Canadian Feed The Children

Canadian Feed The Children is the bridge between caring Canadians who want to reach out to help and the precious children we support together. An independent Canadian registered charity, we work with local partners internationally and in Canada to reduce the impact of poverty on children.

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