



## Guidelines for off-site pinking

Thank you for choosing to support Hair Massacure®.

If you are planning to shave together, why not pink together? Organizing a group “pinking” is a great way to kick-off the fun. With some advance planning, this can be a fabulous way to show your support and be surrounded by like-minded people.

Please note; all events must be registered with Hair Massacure®. Visit our website for details.

We encourage all participants to experience the “Buzz” at the Mall. There is such a sense of being part of something bigger when you participate in the mass head shave that just doesn’t exist on a smaller scale. The media, entertainment, celebrities, and the sheer energy created by such a large group of people with one single purpose simply cannot be duplicated and we invite you to make every effort to join us.

**If you are planning a “pinking” event, Hair Massacure® assumes no responsibility for risk or injury.**

It is up to the individual organization to arrange all details as Hair Massacure® cannot get involved in the planning process for liability reasons. We do, however, have some suggestions to help make your event go smoothly, and safely. Please read the following:

General information:

- The process of “pinking” usually takes 2-3 hours, including time for bleaching.
- To speed up the process, you may consider asking participants to bleach in advance.
- Most schools do this after school and enlist willing parents or local stylists to volunteer to help.
- Many groups remind participants to bring a snack.
- Most organizations ask participants to purchase their Kali pink (and hair bleach if necessary) at participating Save On Foods or Sobeys, and bring it with them.
- We recommend you have hairdressers involved, as they can guide the process and can help if problems arise with difficult hair.
- Remind participants to use old towels and pillowcases at home while they are “pink”, and to avoid the swimming pool – it will certainly cause the colour to fade. Consider using a swimming cap...
- Touch-ups are almost definitely going to be necessary, as the colour will fade the longer it is in. That’s why our pink campaign only runs a few weeks before the event.

The following items are must-have's:

- Plastic to cover the floors in the area
- Chairs for participants to sit in
- Disposable gloves for those applying the hair bleach and colour
- Old towels, and preferably old clothes on participants and stylists

- Colour bowls and brushes (which the school should keep for following years). You can purchase either at a drug store or dollar store.
- Aluminum foil for participants that only want streaks
- Garbage bags (cut for the head to fit through) as capes
- Combs, preferably with tails
- Clips or claws for long hair
- Lotion or Vaseline for hairline
- Plastic wrap for the colour (to keep it warm on the head)
- Proper sinks for rinsing hair
- Household bleach for the clean up

#### Hair bleaching tips:

- Home hair bleaching kits are available to purchase where home hair colour is sold.
- Bleaching is necessary for those with darker hair, and it holds the colour longer. To save time, participants can be asked to complete the bleaching process prior to your “pinking” event.
- Make sure the participants DO NOT wash their hair for at least 2 days before bleaching (pinking is ok).
- Use 2 packages of sugar twin in the bleach for kids as their scalps are quite sensitive. Check often for comfort levels of the participant to ensure scalp safety.
- Take care when applying bleach near forehead and ears. This may burn.
- Bleaching process will take 20-35 minutes. Darker (or processed hair) will take longer.
- Rinse hair in a proper sink, ensuring that bleach is completely removed and does not run into participant’s eyes.
- Remove bleach early if participant feels uncomfortable. Pink applied thereafter will not be as vibrant, however it will still adhere. **Safety (and a great experience) is top priority.**

#### Pinking:

- Take care, as the pink will stain clothing and temporarily stain skin.
- Hand sanitizer can be used to remove the majority of pink stains if used promptly.
- Read the directions on the hair colour bottle before starting.
- Put a line of lotion or Vaseline along the hairline, so colour won’t get on the skin.
- Make sure to apply the colour evenly over the hair. Comb through once you think you are finished, or use your hands to make sure all the hair is saturated.
- Leave the colour in at least 20 minutes before rinsing.
- Rinse hair in a proper sink, ensuring that colour is completely removed and does not run into participant’s eyes.
- Make sure the participant takes home the leftover pink to do touch-ups.

It’s messy but a lot of fun when done in a safe manner. We’d love to have pictures of your event! Please send them to us.

We wish you much success, and thank you again for supporting Hair Massacure®.