

Press release
14th of April 2023

NATIONWIDE CAMPAIGN "HAIRDRESSERS AGAINST CANCER" SUCCESSFULLY LAUNCHED

WELTEIERSTOCKKREBSTAG 7. MAI 2023
PARADE & AKTION

AWARENESS-WEEK 8. - 13. MAI 2023
TÄGLICH AUF YOUTUBE

Informationen für Patientinnen:
www.stiftung-eierstockkrebs.de

Anmeldung für Friseurstudios:
www.friseure-gegen-krebs.de

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EIERSTOCKKREBS
SPRECHEN!**



Studies have shown that 72.5% of women with ovarian cancer have experienced hair loss during the course of their disease. 41.6% of long-term survivors stated that hair loss was one of the distressing side effects.

On 07 May 2023, the German Ovarian Cancer Foundation is entering into a special cooperation with the Association Gynaecological Cancers Germany e.V., the Forum Gyn Oncology and the Borderless Hairdressers Network: "Hairdressers Against Cancer - Let's Talk About Ovarian Cancer" is the motto of World Ovarian Cancer Day (WOCD) 2023.

Since 2016, the German Ovarian Cancer Foundation has organized the global day of action WOCD for Germany every year in order to raise awareness and remove the taboo surrounding this life-threatening and still rather unknown cancer. The WOCD is supported by

various national and international organizations as well as Germany-wide experts from research and therapy. The WOCD always has a special motto in order to reach a broad public and to promote the dialogue between healthy people and those suffering from the disease.

Last year, for example, the campaign "Cooking against ovarian cancer" was carried out with various renowned chefs and received a great deal of media attention. In 2023, the World Ovarian Cancer Day will be organized in cooperation with hairdressers! Under the motto "Hairdressers against cancer - let's talk about ovarian cancer!", attention will be drawn to this taboo disease. Slogans such as "I am not just a hairdresser" and "My hairdresser and I" will be used to highlight new perspectives and approaches.

Hair care during and after cancer treatment

An awareness campaign is planned in hairdressing salons throughout Germany, calling on people to talk to, educate and support each other. Participating studios will receive materials on the topic of ovarian cancer, call for donations and can take part in tutorials with experts. Celebrities from the scene will represent the campaign, which was launched at the beginning of January 2023 at the "Grenzenlos Friseure" event in Düsseldorf. "Cancer concerns us all, and we thank the hairdressers for supporting us in removing the taboo surrounding ovarian cancer," says Prof. Dr. Jalid Sehouli.

In addition, the campaign wants to be a spokesperson for patients', doctors' and hairdressers' experiences on the topic of hair care during and after cancer therapy: How does chemotherapy change the hair? What special care does hair need after cancer treatment? How do I deal with hair loss and cold? When are headscarves or a wig suitable? These and many other questions will be discussed during the campaign.

Together against cancer

"We want to change something in the hairdressing world and move from the border to the centre of society. As a relevant part of society, we want to make a contribution and do something against cancer here and now," says Hussein Saleh, one of the initiators of the Borderless Hairdressers, who are committed to "solidarity, not against each other" in their industry. In addition to many actors from the hairdressing industry, the Calligraphy Cut team and L'Oréal with stylists and second hair professionals are also taking part.

Awareness Week, Monday, May 08-13, 2023, daily on YouTube.

During the Awareness Week, video clips with information on cancer, side effect management, hair and skin treatment will be published daily on the YouTube channel of the German Ovarian Cancer Foundation at:

<https://www.youtube.com/channel/UC1zqKlh7tYLOJQ8RZHyeAJA>

Experts such as Dr. Yael Adler (dermatologist and book author), Andrea Krull (patient representative and bearer of the Federal Cross of Merit), Prof. Dr. Jalid Sehouli (Head of the Women's Clinic CVK of the Charité Berlin and initiator of the World Ovarian Cancer Day) and Prof. Dr. Marion Kiechle (Director of the Women's Clinic of the Klinikum rechts der Isar of the Technical University of Munich) will give interviews and statements.

Year-round campaign "Hairdressers against cancer"

Grenzenlos hairdressers and the German Ovarian Cancer Foundation provide hairdressing salons throughout Germany with information about ovarian cancer and the campaign, thus making an important educational contribution to society. The hairdressing studios donate a part of their income to the German Ovarian Cancer Foundation. Do you want to support us as a hairdressing studio and get involved with women with cancer? Become a "Hair Salon of Hearts!" Registration and participation for hair salons at:

www.friseure-gegen-krebs.de

Press Contact

Lisa Sintermann

On behalf of the German Ovarian Cancer Foundation

Friedelstr. 56, 12047 Berlin

c/o AVISOMed medizin+media

T +49 30 55217856

E-Mail: lisa.sintermann@avisomed.de

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