

PHOTO AVAILABLE: Equibal Labs Hairdressers Unlocking Hope to Help Build Homes in Hurricane-affected Gulf Coast

Equibal Labs has committed to the program by donating \$85,000, the value of a new house in this region.

For Immediate Release

UNIONVILLE, N.Y./EWorldWire/June 18, 2007 --- A hairdressing-industry effort with Vidal Sassoon, BehindtheChair.com ('<http://www.BehindtheChair.com>') benefits Habitat for Humanity International's Gulf Coast recovery efforts.

Equibal Labs is joining hair-industry icon Vidal Sassoon and BehindtheChair.com to raise funds and awareness in the "Hairdressers Unlocking Hope" campaign to help build simple, decent Habitat for Humanity homes in the Gulf Coast.

Equibal Labs has committed to the program by donating \$85,000, the value of a new house in this region.

About Equibal Labs

Normajeane Fusco founded Equibal Labs in 1984. Makers of Nufree Nudesse finipil - the non-wax, antibacterial and antimicrobial hair removal system, along with The Body Perfect skin care line. Products that have become the standard for spas and salons around the world.

Thirty years as an aesthetician gave Fusco experience in all aspects of the beauty business. She applies her training as an industrial designer, aesthetician and businesswoman and just recently opened a huge salon and spa in Las Vegas, Nevada.

About Vidal Sassoon

Vidal Sassoon, founder of the internationally-acclaimed company which bears his name, revolutionized the hair industry with his creation of haircuts based on the relationships of geometric shapes. "Sassooning" forever changed the hairdressing and fashion world. Today he heads the Vidal Sassoon Foundation, dedicated to pursuing his philanthropic interests worldwide, including the Vidal Sassoon International Center for the Study of Anti-Semitism and Related Bigotries at the Hebrew University in Jerusalem.

About Mary Rector-Gable

Mary Rector-Gable founded behindthechair.com ('<http://www.behindthechair.com>') in 2000. The professional beauty industry's first and largest Web community, designed exclusively for licensed beauty professionals, has welcomed more than 15 million visitors since its inception and now boasts more than a half million monthly visitors. Rector-Gable has also spearheaded a number of philanthropic programs, and she was recently honored with the Beacon of Leadership for Community Service Award by the National Cosmetology Association for her outstanding efforts in raising money and awareness for Katrina victims.

About Hairdressers Unlocking Hope

Hairdressers Unlocking Hope is an innovative fundraising campaign created and led by Vidal Sassoon, hair industry icon, and Mary Rector-Gable, founder of the international beauty industry Web site- behindthechair.com. The campaign has two goals: the first, to bring continued awareness to the desperation still felt by families in the aftermath of Katrina; the second, to show the world that the entire hairdressing community, working together, can make miracles happen.

About Habitat for Humanity International

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in Americus, Ga., in 1976, Habitat has built more than 200,000 houses in nearly 100 countries, providing simple, decent and affordable shelter for more than one million people. Learn more online at '<http://www.habitat.org>'.

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