



## Helping Cooler Heads Prevail

**Scalp Cooling** is a treatment for minimizing hair loss during chemotherapy. **HairToStay** is a national, non-profit organization dedicated to increasing access to this important new treatment for chemotherapy patients regardless of their ability to pay.

For decades, thousands of women and men, in countries around the world have turned to scalp cooling to avoid the hair loss that can be an inevitable side effect of chemotherapy. In the U.S., scalp cooling has lived mostly in the shadows. However, that all changed in December 2015, when the FDA announced its first clearance of a scalp cooling system. Since then, both patient and provider interest in scalp cooling has exploded.

Hair loss is one of the most devastating side effects for chemotherapy patients, robbing them of their privacy, identity and sense of well-being. It may be difficult to believe, but a recent study found that 8% of patients refused potentially life-saving chemotherapy treatment due to the fear of losing their hair.

### ***The HairToStay Mission***

As the first and only national non-profit dedicated to increasing access to scalp cooling for patients with financial need, **Hair To Stay** strives to educate both the general public and health professionals about the benefits of scalp cooling, while subsidizing treatments for patients unable to cover the costs. **HairToStay** is a 501(c)(3) non-profit organization, so **donations are tax-deductible**.

### ***HairToStay Patient Subsidy Program***

Scalp cooling for the prevention of chemo-related hair loss is still new in the U.S. A few insurers will provide a very modest reimbursement of scalp cooling treatment costs if physicians prescribe a “cranial prosthesis,” but insurance coverage is not going to be the norm for some time. **HairToStay** is all about leveling this playing field by providing need-based grants, so that as many people as possible who are facing the prospect of chemo-induced hair loss, have access to an option that may help them keep their hair. In our first six months of operation, we’ve approved more than 175 patient applications, testifying to the strong and growing demand for scalp cooling as it becomes recognized as a mainstream part of chemo treatment.

In order to be eligible to apply for a scalp cooling subsidy from **HairToStay**, patients must meet certain financial eligibility criteria and use a product from a scalp cooling supplier that has been approved as a **HairToStay Qualified Scalp Cooling Supplier**.

## Join Our “HairRoots” Fundraising Movement—How You Can Help

**HairToStay** is funded by private donations, corporate donations, business partnerships and crowdsourced funding opportunities. We welcome your support as we continue to ensure that this important new medical treatment is available to those in need.

Here are a few ways individuals and businesses can support family, friends and loved ones.

- **Host Your Own Home Hair “Salon” Fundraising Gathering!**  
Gather your friends and business associates—anyone you think might be interested in learning about scalp cooling and being part of a national grassroots effort to ensure that scalp cooling is available for all, nationwide, and in your own community. **HairToStay** will provide invitations, a PowerPoint presentation and educational materials, and we’ll prepare your leader—or provide a guest spokesperson and scalp cooling patient—who can answer questions and inspire your group. For more information about hosting your own **HairToStay Hair “Salon,”** email Executive Director Bethany Hornthal at: [bethany@HairToStay.org](mailto:bethany@HairToStay.org).
- **HairToStay Salon Challenge—Kicks Off with October Breast Cancer Awareness Month**  
Top salons across the country, including [DiPietro Todd](#) and [Joseph Cozza](#) in San Francisco, will be donating percentages of their hair care product sales to support **HairToStay**. Salons receive counter cards, window signs, and a custom designed Crowdrise fundraising page (we’ll do the work) for their clients to use.
- **Save it Forward—A Way to Give Back for Scalp Cooling Users**  
If you or someone you know has benefitted from scalp cooling or even from **HairToStay** funding, consider showing your gratitude by donating and/or fundraising to help others in the same way. **HairToStay** will create a personalized Crowdrise page for you to share with your friends and social networks.
- **Every Contribution Counts! Donate at [www.HairToStay.org](http://www.HairToStay.org)**  
**Hair To Stay** is a 501(c)3 non-profit organization (EIN: 45-3419887). We are on the ground floor of one of the most important breakthroughs in mitigating side effects from cancer treatment. We accept donations through our website, where you can make a **tax deductible** contribution to **HairToStay**. You’ll have the option of using PayPal or a credit/debit card, and will receive a receipt for tax purposes.



### Here’s how to Donate.

- Individuals interested in making a tax-deductible donation to **HairToStay** [click here](#).
- Commercial or non-profit organizations interested in donating or partnering with **HairToStay** [click here](#).



Help us ensure that **HairToStay** is here to stay! Please contact Bethany Hornthal at: [Bethany@HairToStay.org](mailto:Bethany@HairToStay.org).

## HOW HAIR TO STAY IS MAKING A DIFFERENCE—IN THEIR OWN WORDS



*“Chemotherapy was one of the things I feared most. My image of chemo is of a frail, sick person with no hair.*

*Thanks to scalp cooling, after 12 weeks of chemo I had 90% of my hair. I never had to explain to my son why mommy doesn’t have hair anymore. He never even knew I was sick. Knowing this made my situation bearable and helped me fight and win this life-and-death attack on my health and well-being.*

*HairToStay is the only national non-profit dedicated to making this life-changing treatment available to those unable to afford it. This is truly a game-changer.” - Nancy MacDougall (Created own Crowdrise Fundraiser)*

### THANK YOU TO OUR FOUNDING PARTNERS AND SPONSORS!

*The Safeway Foundation, Dignitana, DiPietro Todd Salon, Joseph Cozza Salon, Chemo Cold Caps, Penguin Cold Caps, Arctic Cold Caps, MOO, Charles Chocolates, Morla Design, NeedyMeds*