HairToStay™

All photos are of HairToStay subsidy recipients (and their families) during or following scalp cooling treatments.

About Scalp Cooling

Hair loss is one of the most devastating side effects of cancer treatment. Patients may feel robbed of their privacy, identity and sense of well-being. **In fact, 8% of cancer patients refuse recommended chemotherapy for fear of losing their hair.**

Scalp cooling is a revolutionary treatment cleared by the FDA in 2015 to help prevent hair loss. With continuous application of precisely cooled caps (either individual caps or an automated scalp cooling machine), scalp cooling helps minimize chemotherapy-induced hair loss. The process begins just prior to each chemotherapy infusion and continues during and immediately following the infusion. Scalp cooling results can vary per patient due to a variety of factors, including type of chemotherapy, type of hair, cap placement and fit, etc. Regardless of their results, **more than 87% of patients would recommend this treatment to other patients.**

For many patients, scalp cooling is not only life changing, it's lifesaving. But it's expensive, and isn't covered by most insurance policies.

About HairToStay

The HairToStay story began in 2010 with a conversation between Bethany Hornthal and UCSF breast cancer surgeon and researcher Dr. Laura Esserman. The conversation was about a scalp cooling device that European women were using to help save their hair during chemotherapy treatments.

Esserman and Hornthal partnered with Dr. Hope Rugo, a medical oncologist and hematologist specializing in breast cancer research and treatment, to procure funding to conduct an FDA trial and ultimately secure FDA clearance for scalp cooling treatments in the U.S.

Despite its FDA clearance, scalp cooling is not covered by most insurance providers and becomes inaccessible for many undergoing treatment. Hornthal recognized that a treatment so important to cancer patients shouldn't be available only to those with significant financial resources. In 2016, she joined forces with cancer survivor and cold cap user Patsy Graham to form HairToStay.

HairToStay is a 501(c)(3) nonprofit organization that awards subsidies nationwide for scalp cooling treatments. It is funded by private donations, corporate donations, business partnerships and crowdsourced funding. Since its inception, HairToStay has raised more than $3 million and awarded more than 2,700 subsidies to qualifying applicants. The organization awards up to 25 subsidies per week, and demand continues to increase.

For more information on the HairToStay team, including the board of directors and advisory boards, please visit HairToStay.org.

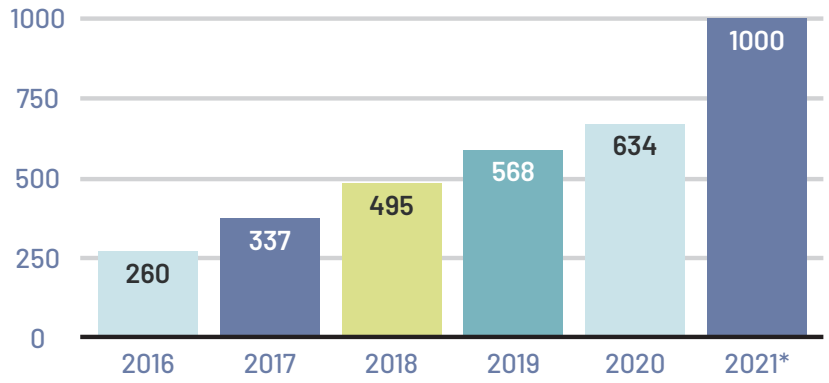
Mission Statement

HairToStay is the first and only national nonprofit dedicated to increasing access to scalp cooling for patients who have a financial need, and educating the public and health professionals about the benefits of scalp cooling.

How HairToStay Works

To receive a subsidy from HairToStay, patients must be diagnosed with a solid tumor cancer and meet financial eligibility criteria. Applications are accepted and reviewed year-round. Subsidy amounts range from $1,000 to $1,500, which generally covers at least 60-80% of the scalp cooling treatment cost.

Subsidies Awarded



Looking Ahead

Hundreds of hospitals have come onstream since the FDA clearance, thus increasing awareness of scalp cooling and exponentially increasing demand for subsidies. Additionally, HairToStay has been working with all aspects of the hair care industry, from brands to distributors to salons, to spread the word across the U.S. With ongoing support from generous donors and sponsors, HairToStay will continue providing access to this important treatment option and ensure HairToStay is HereToStay — as long as it's needed.

*Estimate

Subsidy Recipient Testimonials

"Keeping my hair definitely made me feel more like myself and helped me keep a more positive attitude overall. I think it allowed me to go out on the days I felt well enough to, and without having to worry that I looked different or sick. It's really important to have those few days of normalcy in between all the chaos of doctors appointments and treatments."

"The possibility of losing my hair was devastating. Being able to keep my hair helped me feel more normal during a time when everything is upside down. I could look in the mirror and see someone who was determined and resilient, and not someone who was sick. I went to work, I went to the gym, and everyone treated me normally ... Hair is a deeply profound experience. It's a part of our identity. It's a part of who we are. It's a part of who we put in the world. And cancer is already such a sinister and awful illness ... If you can keep your hair through it, that's like one way to beat it."

"I am a teacher, mother of four and dating. In every relationship it made such a big difference to have my hair: students, parents at school, my own children, my boyfriend, my good friends. I would have felt self-conscious throughout daily interactions without my hair. Although I'm sure their treatment toward me would not have changed, it changed my confidence level immensely."

"I finished my 12 rounds of chemo last week, and thanks to your generous support, I was able to use a cold capping system and save ALL my hair. Of course, saving my life is the most important concern when dealing with cancer, but I am so grateful that I did not have to look sick or lose such a big part of my identity while going through it. I could not have afforded the cost of cold caps without your help, and I am so thankful for it."

"At a time in my life when I felt afraid and had a loss of control, being able to keep my hair helped me feel more like me. When I looked in the mirror, I was able to see me and not a cancer patient."

Our Impact on Patients

90% of scalp cooling treatment recipients reported a positive impact on their sense of well-being

83% reported a positive impact on their relationship with their children

87% reported a positive impact on their desire to be more social

50% retained more than 60% of their hair due to scalp cooling treatments

Key Partnerships

amika:

In October 2018, amika began donating 1% of all its website sales to HairToStay. Customers also have the opportunity to add a donation to their order at checkout. Additionally, amika launched a limited edition of its most popular hairspray and will donate $1 from each can sold to HairToStay.

SAFEWAY Foundation

The Safeway Foundation has supported HairToStay from the beginning, donating more than $200,000 to date. Its generous donations fund outreach efforts and patient subsidies in Northern California as well as parts of Nevada and Hawaii.

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