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***MARINELLO CARES ABOUT THE OIL SPILLS AND GIVES BACK WITH HAIR***

WHITTIER, CA — Marinello Schools of Beauty, the leading chain of beauty schools on the West Coast, supports the Gulf coast clean up efforts by donating hair clippings to be made into hair booms and mats by the *Matter of Trust* charity. The public is invited to participate and enjoy \$2 hair cuts from May 13<sup>th</sup> through May 20<sup>th</sup> in support of this cause. Clippings from hair cuts at all Marinello locations will be contributed.

Students, faculty, and staff have initiated a social media and word-of-mouth campaign to drive Marinello's donation to unexpected levels. Everyone in the Marinello family is excited to support this important cause. The hair clippings for oil spills program has been part of oil spill clean ups around the world - repackaging donated hair and fur into highly absorbent hair mats and booms.

*Matter of Trust* is dedicated to eco-education and making environmental changes to help the world's natural resources. This charity stays true to reflecting Mother Nature's knack for using intertwining cycles. "Simply put, we shampoo because hair collects oil. It soaks up skin oils, grabs oil from the pollution in the air, and it can soak up petroleum in oil spills," according to Lisa Craig Gautier, Executive Director of *Matter of Trust* in a press release distributed by the charity on May 5<sup>th</sup>.

"As the leader in Beauty Education, Marinello Schools of Beauty is committed to making the world a more beautiful place from the inside out. We are proud to support the important work of *Matter of Trust* in the Gulf Coast," commented Dr. Nagui Elyas, President and COO of Marinello Schools of Beauty. "The amazing support and excitement for this cause has been inspiring. This partnership allows us to change the world doing what we do best - hair."

**About Marinello Schools of Beauty:**

Defining beauty education since 1905, Marinello Schools of Beauty ([www.marinello.com](http://www.marinello.com)) is one of the premier beauty schools on the West Coast. Offering a variety of Cosmetology and Esthetics programs, Marinello's hands-on approach to instruction allows for the most effective learning practices. With 41 convenient campus locations in Arizona, California, Nevada, Oregon, and Utah, Marinello also offers affordable spa and salon services performed by student stylists supervised by licensed instructors.

**About Matter Of Trust:**

Matter Of Trust, established in 1998, is an ecological public charity that links ideas, sparks action and materializes flourishing systems. It concentrates on manmade surplus, natural surplus and eco-education.