



## **BEAUTY THAT GIVES BACK: ESALON DELIVERS HOPE AND HAIR HAPPINESS WITH NATIONAL BREAST CANCER FOUNDATION PARTNERSHIP**

***Proceeds Benefit Providing Early Detection, Education and Support Services To Those Affected By Breast Cancer***

**EL SEGUNDO, Calif** – [eSalon](#), the first and only truly custom home hair color company, is thrilled to continue its longtime partnership with [National Breast Cancer Foundation](#), Inc. (NBCF).

From October 1, 2024 to September 30, 2025, any purchase of an eSalon hair color and care product will result in a \$1 donation of up to \$15,000 to provide help and inspire hope to those affected by breast cancer through early detection, education, and support services. Founded in 1991 by breast cancer survivor Janelle Hail, National Breast Cancer Foundation is committed to helping by offering free, innovative programs to women facing breast cancer so that no one has to face breast cancer alone.

"We're thrilled to continue supporting the National Breast Cancer Foundation, Inc.® this year," said Greta Rose, CEO at eSalon. "Over the past 10 years, eSalon is proud to have donated \$150,000 to breast cancer awareness. We hope our loyal customers will keep Breast Cancer Awareness top of mind beyond October and join eSalon in the fight to find a cure."

Customers can support NBCF now until next fall with the purchase of eSalon's award-winning [Custom Hair Color Set](#), new [Custom Hair Care](#) routine, and multitasking color enhancers, treatments and styling products to achieve salon-quality hair at home.

To learn more, please visit [esalon.com](#), [Instagram](#), [Facebook](#), [TikTok](#) and [YouTube](#).

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### **About eSalon**

[eSalon](#) is reinventing the way women color their hair by creating a fully customized professional-grade home hair color that's made-to-order and shipped directly to their doors. Every order is formulated and dispensed on-demand in its Los Angeles and London production facilities with over 350k unique color combinations created and over 13 million orders shipped throughout North America, Europe, Australia, and New Zealand.

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### **About Henkel in North America:**

Henkel's portfolio of well-known brands in North America includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.6 billion US dollars (6 billion euros) in 2023, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com), and on X [@Henkel\\_NA](#).

### **About National Breast Cancer Foundation:**

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation (NBCF) is Helping Women Now® by providing early detection, education, and support services to those affected by breast cancer. A recipient of Charity Navigator's highest 4-star rating for 18 years, NBCF provides support through their National Mammography Program, Patient Navigation, breast

health education, and patient support programs. For more information, please visit <https://www.nationalbreastcancer.org/>.

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