

## Looking for journalists (male or female) who are suffering from premature hair thinning and loss to take part in case study.

Submitted by: Peppermint Soda

Wednesday, 4 February 2009

---

We're looking for a journalist to take part and cover a case study about overcoming hair loss/thinning by using Optima Hair Specialists. The company provides tailor-made hair replacement solutions for hair loss and is acclaimed as a world leader in non-surgical hair replacement procedures.

Inspired by his own traumatic hair loss experience at the age of 23, Peter Murtha founded Optima in 2003 – with the help of expert stylist Karen Allen – from his home in Sutton Coldfield.

Optima continues to offer its services free-of-charge to cancer patients at the Birmingham Children's Hospital and through the Little Princess Trust. The Little Princess Trust helps parents of children with cancer and other illnesses which cause hair loss to source and pay for real hair, realistic looking hair systems.

The journalist would be offered a bespoke hair replacement solution made from real hair in exchange for an article about the physical and emotional process during and following the hair replacement.

For more information have a look at [www.optimahair.co.uk](http://www.optimahair.co.uk)

To get involved please call Julaine or Jane at Peppermint PR on 0161 941 4252