



Dear Salon Professional:

We are writing to invite you to participate in spreading awareness about Ovarian Cancer, a disease that claimed the lives of 15,460 women in 2011. September is Ovarian Cancer Awareness Month. Teal is the color of Ovarian Cancer Awareness. Identifying symptoms early is an important way that we can all fight this difficult disease. Teal Toes<sup>®</sup> is a non-profit organization that encourages people to paint their toenails teal for the month of September to spark conversations about this disease and its symptoms.

Your salon can participate in this awareness campaign in several ways:

- *Offer teal polish in your salon.* Many lovely teal polishes are currently available. A list can be found at [www.tealtoes.org/polish](http://www.tealtoes.org/polish). Some suggestions include OPI's "Teal the Cows Come Home" (from their Brights collection-- NL B54), "Yodel Me on My Cell" (From the Swiss collection—NL Z20) and their "Catch Me In Your Net"(from the Flutter collection), Color Club's Bizerk Turk (FP04), Essie's "Turquoise and Caicos" (# 720) or "Trophy Wife" (#774) and Zoya's "Charla", "Wednesday", or "Zuza".
- *Feature Teal Toes cards in a prominent area* of your salon, and encourage your customers to take one. We've enclosed some of the cards with this letter, and we will gladly send you more cards, free of charge; simply contact us at [www.tealtoes.org/contact](http://www.tealtoes.org/contact). We can also assist you with flyers and signs.
- *Consider offering a discount on pedicures that use teal polish*, or make a donation to your local cancer center or Ovarian Cancer organization for each teal pedicure done in your salon.

And, of course:

- *Make use of the enclosed materials* to show all of your customers that your salon is helping to raise awareness.

We hope you will consider any or all of these ideas - or develop your own creative ideas!  
- to help spread the word about Ovarian Cancer symptoms. If you can join the effort,  
please let us know and we will feature your salon on our online honor roll for anyone  
seeking a salon for their September pedicures.