

## **From Chair to Care: Save Your Skin Foundation & the Ontario Professional Hairstylists Association unite for the 3rd Annual Hair Heroes Challenge to increase Skin Cancer Detection**

*The Hair Heroes Challenge is a social media campaign that aims to spread awareness and participation in STY-LIVES, an free program that teaches hairstylists how to check their clients' scalps for potential skin cancer.*

**TORONTO, Jan. 13, 2025:** From now until March 15th, Save Your Skin Foundation and the Ontario Professional Hairstylists Association (OPHA) will run the 3rd annual Hair Heroes Challenge, an awareness campaign that encourages hairstylists and students to practice checking for potential skin cancer spots on their clients, while giving them an opportunity to win beauty and wellness prizes!

“STY-LIVES is a game-changing program that empowered hairstylists to spot potential skin abnormalities and early signs of skin cancer on their clients, truly making a life-saving difference,” says Carly Ann Morre of Salon 360. “By integrating this knowledge into their practice, stylists not only elevate their service but also stand out as wellness-focused professionals. I wholeheartedly support STY-LIVES and wish every salon knew about this incredible initiative.”

Participating in the Hair Heroes challenge is simple - participants are asked to film a 60-second video showing them incorporating a scalp check into their usual hairstyling techniques. After, they post the video on the social media platform of their choice using the hashtag #HairHeroes2024. The winners will be selected based on the creativity of the video and how they incorporate the learning's of the [STY-LIVES training video](#).

Once again, the goal of this year's challenge is to register 100 new participants to the free [STY-LIVES](#) program across Canada.

### **About STY-LIVES**

STY-LIVES (Styling Hair & Saving Lives) is an initiative of Save Your Skin Foundation. Founded by two medical students (now resident doctors), the initiative came to be when the students noticed a large number of patients coming into the dermatology clinic where they did their placement with spots on their scalp that hairstylists had pointed out. Sty-Lives has a 5 minute training video stylists can watch to learn what constitutes a suspicious spot with the goal of facilitating communication between the hairstylist and the client so the client can then see their dermatologist. Registrants are sent printed materials to their salon or school they can distribute with more information!

To learn more about the Hair Heroes Challenge, Sty-Lives and how to participate, click [here](#)!

### **About Save Your Skin Foundation**

Save Your Skin Foundation (SYSF) is a patient-led not-for-profit organization dedicated to the fight against melanomas and skin cancers through education, advocacy, and awareness initiatives across Canada. SYSF provides a community of oncology patient and caregiver support throughout the entire continuum of care, from prevention and diagnosis to survivorship. Please visit [saveyourskin.ca](http://saveyourskin.ca) for more information.

### **About OPHA**

The Ontario Professional Hairstylist Association is dedicated to upholding the integrity of the hairstylist profession and advocating for its members in Ontario. OPHA aims to unite and assist licensed professional hairstylists and registered hairstylist apprentices by being a voice to government and community partners on regulations, licensing, and hairstyling standards. The organization strives to promote excellence, maintain health and safety standards for clients, contributors, and partners, while sustaining the future of the profession through training, apprenticeship, mentorship, and accountability. Visit [oph-association.com](http://oph-association.com) for more information.

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