

Local Vision, Global Action

Intercoiffure Mondial tackles poverty, one ghetto at a time, through Education for Life program.

PARIS, FRANCE: Alcoholism and drug abuse. Rampant crime. Prostitution. Unsanitary living conditions. Profound unemployment. Illiteracy. Hunger. Few countries are exempt from the corrosive effects of poverty, and fewer still have effectively addressed the enormous social problems caused by economic inequities. The scope of the problem is overwhelming.

Intercoiffure Mondial (ICD), under the leadership of president Klaus Peter Ochs and chairperson Jens Dagné, has found a way to reduce this overwhelming problem to manageable proportions through its pilot program EDUCATION FOR LIFE, with the sponsorship of L’Oreal Professionnel and P&G Salon Professional.

As an international organization of the best and brightest in the professional beauty industry, with members in 55 countries, ICD is uniquely positioned to both mobilize crucial financial resources and put those resources into play where they are most needed.



EDUCATION FOR LIFE (EFL) supports cosmetology training programs in disadvantaged areas. Launched in the favelas of Rio de Janeiro in 2004, EDUCATION FOR LIFE provides training in hairdressing to young people aged 16 to 21, and equips them with the skills needed to build a future in an otherwise bleak environment. ► [View video](#)

Intercoiffure America/Canada (ICA), under the leadership of President Lois Christie, has thrown its resources behind this program. Long-time member and current member of the Board of

Directors Inge Handing has accepted the position of EDUCATION FOR LIFE Delegate for North America.

Inge Handing owns Coiffeur Ingá Salon in Tampa Bay, Florida. "I first saw EFL in action in Rio when I attended the 20th World Congress. Casa do Menor and Tesourinha (two of the five ongoing EDUCATION FOR LIFE programs) both presented creative teams. I was truly impressed. As a tourist visiting Rio de Janeiro, I came face to face with extreme poverty. The fact that the EFL creative teams had been able to overcome such profound disadvantages and present such amazing work was astounding. I resolved to support this program heart and soul."

EFL currently boasts five programs in three ICD member countries: Brazil, Romania and Bosnia.

This program works! 90 percent of EFL's graduates have found a job that keeps them off the street and free from crime and drugs.

How can you help? "We are coordinating action on three separate levels," says Handing. "On the most basic level, ICA members are collecting funds to support existing EFL programs in Brazil, Romania and Bosnia. Funds collected by each individual salon are funneled through Intercoiffure to fund the local programs."

"Second, ICA member salons are taking the lead and spearheading EFL fundraising events with all salons in their communities."

"The final goal is to establish EFL mentoring programs in the United States," says Handing. "Any ICA member who is interested in participating in the discussion should contact me via email or phone."

Details on all levels of participation are available from Inge Handing, inge@intercoiffure.us.