

Cosmetics store gifts products to city academy

by ECHO REPORTER

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LUSH, well-known for fresh, handmade cosmetics and zero waste, eco-friendly options using natural ingredients for healthy hair, has donated a range of hair-styling products to Exeter's Hair@theAcademy.

Hair@theAcademy offers a unique hairdressing training programme supporting vulnerable young adults in and around the city towards completing work-ready qualifications.

Jessica Sydenham, head of donations at Lush's Exeter branch, contacted the academy to offer complimentary hair products for the students to try out.

She said: "We had some stock that is past its display by date, but not its use by date. Lush has a very tight freshness policy, so from the day it's made it has just seven months to be sold, otherwise it will be wasted-off and made into testers or given away as donations.

"As a handmade-cosmetics company, we're always rotating our stock

“It is always so lovely when local businesses are kind enough to think of us and we are so grateful to Jessica for getting in touch

Mary Pugsley

and rather than letting it go to waste, we donate it to local people who will benefit from receiving these high-quality items, whether for hygiene purposes; to practice with new products, or just someone who's having a difficult time and in need of some pampering."

The products were made up of things available in the shop, mostly from the afro/curlly haircare range.

Jessica added: "I thought it would be a great opportunity for the students to test and play with new products designed for various hair



» Hair@theAcademy director Mary Pugsley receives donations from Lush Exeter's Jessica Sydenham

types including curly and coily hair. It will give them the experience of using new products they may not have seen or heard of before."

Mary Pugsley, Hair@theAcademy director, said: "It is always so lovely when local businesses are kind enough to think of us and we are so

grateful to Jessica for getting in touch.

"By kindly donating their products, Lush is helping our students to trial exciting new products which gives them a wonderful opportunity to work with a wider range of hair-styling treatments and will enhance

their learning experience."

Lush benefits many local charities and organisations including schools which provide extracurricular support for disabled children and young adults, mental health clinics, children's hospice, Exeter Samaritans and food banks.