

## *Ethicality and Ethos: The Origin of Great Lengths Hair*

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Where does Great Lengths hair come from? This question is posed by women all around the world who are considering hair extensions and their ethicality. We are justifiably dubious about the origin of the hair used for the majority of extensions. Most companies cannot guarantee the origin, quality or traceability of their hair as it is usually purchased from a third party and not sourced directly by the extensions company. Great Lengths, however, offers the highest quality **100% real human hair that is 100% guaranteed ethical**. Unlike all other extensions brands available in the UK, **the company sources and processes every single strand, meaning they absolutely guarantee the origin, journey and treatment of the hair**. Great Lengths hair is **100% traceable** making it completely unique in the extensions industry.

Great Lengths source their hair from the **Hindu Indian temple Tirumala** where the traditional religious ceremony 'tonsuring' is carried out. Entire families (men, women, children, grandparents) make the pilgrimage to the temple to have their hair shaven off as an offer of thanksgiving that is completely voluntary and often takes place before or after a momentous, joyful event.

The hair is then **legitimately sold** to Great Lengths and a full time Great Lengths employee based in India ensures that the money which is given to the Temple is funnelled directly back into the local community to fund **medical aid, educational systems and other crucial infrastructure projects**. Great Lengths take every measure to ensure the sourcing, purchasing and processing of the hair are ethical and transparent. They are the only extensions company to employ a full time team member in India to ensure their **exacting standards** and **ethical policies** are upheld.

'I think it's wonderful that my hair might be used in the west to make someone happy, why not? I have no need for it.'

- Ms. Basu, Hindu pilgrim



ENDS

Great Lengths are available from the finest salons nationwide  
To speak to Great Lengths team member: 0113 216 3070  
Or visit: [www.greatlengthshair.co.uk](http://www.greatlengthshair.co.uk)

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