HAIR CARES INC.

EVERY STRAND COUNTS

JUNE 12–13, 2027 | RICHMOND, VIRGINIA

PIECING HAIR GROWTH TOGETHER
SUMMIT
EXPANDING HAIR CARE WITH HAIR LOSS SOLUTIONS

3RD ANNUAL

PIECING HAIR GROWTH TOGETHER SUMMIT

Where Science, Wellness & Business Connect



HairCares®
Every Strand Counts

SPONSORSHIP PROPOSAL



EXECUTIVE SUMMARY

Hair loss affects millions of people and can reach far beyond appearance—shaping confidence, identity, emotional well-being, and quality of life. Too many people navigate hair loss with unanswered questions or feel they must suffer in silence. Hair Cares Inc. exists to change that experience through education, advocacy, and support. We believe Every Strand Counts: every root, every lesson, every experience, and every legacy makes a difference in our lives.

Our strategy begins with hair care professionals, including cosmetologists, stylists, locticians, braiders, barbers, natural hair practitioners, and other beauty and wellness professionals. These professionals are often the first to hear a client's concerns about hair loss. Equipped with science-informed knowledge of hair growth, hair loss, and scalp wellness, they can recognize potential concerns, provide informed guidance, and encourage appropriate healthcare referrals. Through our Wholistic Hair Advocate Program (WHAP), signature 10 Keys to Wholistic Hair Growth, and G.R.I.D.-Based Microlocks education, we bridge science, wellness, and business to empower professionals, support clients, and strengthen communities.

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OUR VISION

A world where no one suffers in silence from hair loss, and everyone has access to education, compassionate support, and informed hair wellness solutions.

OUR MISSION

To educate and empower hair care professionals through science, wholistic wellness, and sustainable business practices to transform lives beyond the chair.

EVERY STRAND COUNTS, EVERY ROOT, EVERY LESSON, EVERY EXPERIENCE, AND EVERY LEGACY MAKES A DIFFERENCE IN OUR LIVES.

The Piecing Hair Growth Together Summit was born from founder Dana Wilson's lived experience with hair loss and a determination to confront the silence and uncertainty surrounding it.

A widely cited estimate suggests that hair loss affects approximately 80 million Americans. These staggering numbers underscore the urgent need for greater awareness, education, and accessible hair loss solutions. Our mission is to equip hair care professionals with the knowledge and resources to help clients prevent avoidable hair loss, maintain scalp and hair health, and support healthy hair growth through science-informed, wholistic approaches.

AN INVITATION TO MAKE A DIFFERENCE

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We invite your organization to partner with us in addressing the widespread challenges of hair loss. Your investment supports education that builds practitioner confidence, empowers clients to ask questions and seek guidance, and inspires broader community awareness.

Educate the Professional.
Empower the Client.
Impact the Community.

Because Every Strand Counts.

EXPERIENCE THE HAIR CARES INC. MISSION

CHECK OUT THE VIDEO — TRICHO WELLNESS

Discover how Hair Cares Inc. connects hair science, holistic wellness, professional advocacy, and empowerment.

click here!



WHERE SCIENCE, WELLNESS & BUSINESS CONNECT

Our 2027 theme reflects the belief that meaningful transformation in the hair care industry requires **more than technical skill. Understanding hair and scalp** science, recognizing the role of whole-person wellness, and building sustainable businesses belong together. The summit creates a place for practitioners, educators, experts, and organizations to exchange knowledge and develop lasting partnerships.

For sponsors, this is an opportunity to align with a mission that advances education, supports entrepreneurship, and encourages informed wellness conversations.

OUR THREE PILLARS

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01

01 | SCIENCE

Understand hair growth cycles, causes and patterns of hair loss, scalp concerns, and the limits of nonmedical practice. Strengthen professional confidence through science-informed learning, hands-on demonstrations, and appropriate referral awareness.



02

02 | WELLNESS

Explore how nutrition, stress, medications, health conditions, and emotional well-being may intersect with hair concerns. Support the whole person without suggesting that every type of hair loss has a lifestyle cause or can be reversed through wellness alone.



03

03 | BUSINESS

Translate education into ethical client experiences, clear service delivery, professional credibility, community engagement, and sustainable businesses that make hair wellness information more accessible.



OUR PURPOSE

To confront the silence surrounding hair loss by equipping hair care professionals with knowledge, confidence, and resources to educate and support the people they serve. Through Science, Wellness, and Business, we help practitioners recognize concerns, encourage appropriate referrals, support healthy hair practices, and bring informed conversations into their communities.

Educate the Professional. Empower the Client. Impact the Community.

OUR AUDIENCE

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Our summit convenes the professionals who hear hair loss concerns firsthand and whose trusted client relationships can turn education into ongoing conversations, responsible guidance, and community awareness. The 2027 gathering is projected to bring 50–75 participants from across the United States, primarily ages 35–65.

CORE PRACTITIONERS

Locticians, braiders, and barbers.

BEAUTY PROFESSIONALS

Natural hair practitioners, cosmetologists, salon owners, and independent stylists.

WELLNESS EDUCATORS

Trichologists, wholistic hair advocates, and industry trainers.

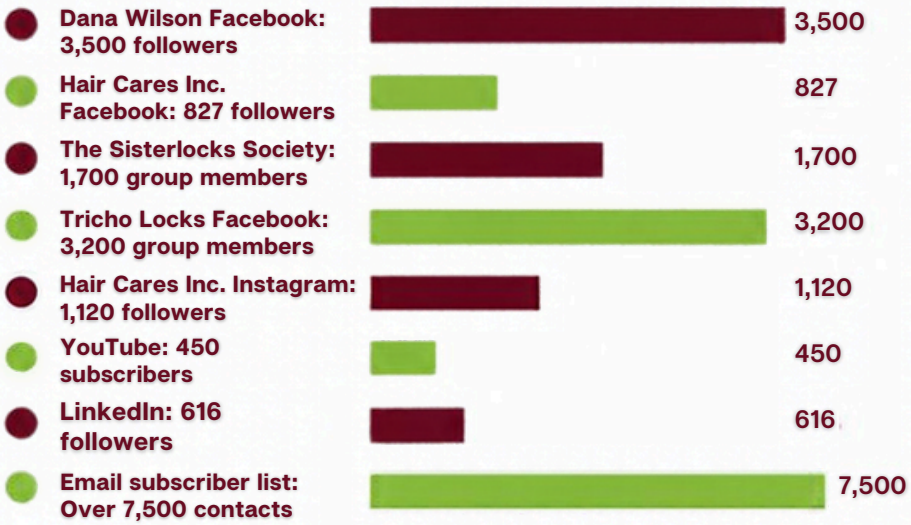
ENTREPRENEURS

Emerging business owners, product innovators, and service providers.

Why sponsors care:

These practitioners influence the hair wellness conversations happening every day in salons, studios, and communities. Relevant sponsor products, services, and educational resources can be introduced to a focused professional audience through credible, mission-aligned engagement—not promises of medical outcomes or guaranteed downstream reach.

AUDIENCE & DIGITAL REACH



Our community extends beyond the summit through educational programming, the Every Strand Counts Podcast Show, social channels, and an email list of over 5,000 contacts. Across seven listed social accounts/groups, the reported total is 11,413 followers or memberships.

For sponsors, this is an opportunity to continue the hair loss awareness conversation before and after the event.

A GROWING SUMMIT LEGACY

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From our inaugural summit to the 2027 gathering, each year builds on the same purpose: expand hair loss awareness, equip practitioners with meaningful education, and help more people find informed support.

2025

INAUGURAL SUMMIT

35 HAIR PROFESSIONALS

10 Keys of holistic hair growth, scalp science, nutrition, and biohacking scarring alopecias.

click here!



2026

WHERE BEAUTY MEETS BIOLOGY

60 TOTAL ATTENDEES

45 HAIR PROFESSIONALS

15 INDIVIDUAL ATTENDEES

Hair science, BioScan, hands-on demonstrations, and a WHAP alumni panel.

click here!



2027

WHERE SCIENCE, WELLNESS & BUSINESS CONNECT

50–75 projected attendees. The next chapter brings hair loss and growth education together with whole-person wellness and sustainable business development under the theme *Where Science, Wellness & Business Connect.*

Summit attendance grew approximately 71% from 2025 to 2026, expanding from 35 hair care professionals to 60 total attendees, including 45 hair care professionals and 15 individuals seeking hair wellness education.

WHY OUR WORK MATTERS

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BEYOND HAIR. BEYOND THE CHAIR. CHANGING LIVES.

Hair loss can affect how people see themselves, interact with others, and seek help. Many clients raise these concerns first with a trusted hair care professional, stylist, loctician, braider, or barber. Hair Cares Inc. works to replace uncertainty and silence with informed conversations, confidence, and appropriate support. Our approach connects hair and science with whole-person wellness and the business tools professionals need to serve responsibly.

DIRECT PROFESSIONAL IMPACT

We equip hair care professionals to understand hair loss and growth fundamentals, recognize potential scalp concerns, discuss wellness influences without overstepping clinical boundaries, and know when to recommend medical evaluation. Through demonstrations, expert-led education, networking, and business training, practitioners gain confidence in client communication, develop credible hair wellness offerings, strengthen their client experience, and build more sustainable practices. Educating the professional means empowering the person who may be the first to hear a client say, "I am losing my hair."

BROADER COMMUNITY IMPACT

Education doesn't stop at the summit. Through our Wholistic Hair Advocate Program (WHAP), Hair Cares Inner Circle, and ongoing mentorship, we continue equipping hair care professionals with the knowledge, confidence, and business skills to become effective hair wellness advocates.
We empower practitioners to extend their impact beyond the chair through client education, community workshops, hair loss awareness initiatives, and collaboration with healthcare professionals.

Educate the Professional. Empower the Client. Impact the Community.

BEYOND SPONSORSHIP: TRANSFORMING LIVES

ONE INVESTMENT. COUNTLESS LIVES IMPACTED.

Your sponsorship is more than support for an event—it's an investment in people, education, and lasting transformation.

Every professional we educate has the potential to impact countless individuals, families, and communities. What begins with one professional can create a ripple effect—from personal empowerment and local community awareness to national advocacy and global conversations about hair loss and wellness.

Your partnership helps turn knowledge into action, professionals into advocates, and awareness into lasting impact.

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2027 THEME

WHERE SCIENCE, WELLNESS & BUSINESS CONNECT

SPONSORSHIP LEVELS

	Presenting Sponsor: $10,000	Transformation Sponsor: $5,000	Empowerment Sponsor: $2,500	Community Impact Sponsor: $1,000
Summit website logo	✓	✓	✓	✓
Social media recognition	Featured	✓	✓	✓
Email recognition	Featured	✓	—	—
Exhibitor/vendor table	Premium	✓	✓	—
Complimentary tickets	4	3	2	1
Stage acknowledgment	Premier	✓	✓	—
Speaking opportunity	15–30 min	Up to 15 min	Up to 5 min	—
Event program advertisement	Full page	Half page	¼ page	Listing
Gift bag promotional item	✓	✓	✓	✓
Step-and-repeat banner logo	✓	✓	✓	✓
Every Strand Counts Podcast interview	✓	✓	✓	—

Why Partner With Hair Cares Inc.?
Align your brand with a mission that transforms lives beyond the chair. Gain national visibility while supporting hair loss awareness, professional education, and lasting community impact.

Be more than a sponsor. Be part of the solution. Because Every Strand Counts.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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LUNCH SPONSOR
$2,500

Recognition during lunch; logo at meal area; program acknowledgment; social media mention.

BREAKFAST SPONSOR
$1,500

Breakfast-area logo signage; morning welcome acknowledgment; event program recognition.

PHOTOGRAPHY EXPERIENCE SPONSOR
$1,500

Logo recognition at designated photo experience and selected event acknowledgment.

REGISTRATION SPONSOR
$1,000

Prominent logo at registration; welcome materials and event program recognition.

Customized packages are available.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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REFRESHMENT SPONSOR

$750

Logo signage at refreshment station; program listing; social media mention.



VIP LOUNGE SPONSOR

$750

Logo signage in designated VIP lounge; event program acknowledgment.



REGISTRATION BAG SPONSOR

$750

Logo in gift bag insert or tag; opportunity to provide an approved promotional item.



ATTENDEE SCHOLARSHIP

$500+

Sponsor a student to experience the Summit, gain valuable education, and grow professionally. Includes recognition and a post-event impact update.

Customized packages are available.

MEET THE PRODUCER

WHERE SCIENCE, WELLNESS & BUSINESS CONNECT

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DANA WILSON

FOUNDER & CEO, HAIR CARES INC.

Educator • Certified Trichologist • Holistic Practitioner of Trichology • G.R.I.D.-Based Microlocks Educator & Consultant • Certified Cold Capper • Author • Speaker • U.S. Air Force Veteran

> *The chair is more than a service. It is an opportunity to educate, empower, and transform lives.*

For Dana Wilson, the mission of Hair Cares Inc. and producing the Piecing Hair Growth Together Summit is personal. Her own experience with hair loss inspired her passion for empowering individuals through education, confidence, and wholistic hair wellness.

A Certified Trichologist, Holistic Practitioner of Trichology, and APT member, Dana holds a Bachelor's Degree in Business Administration and an Associate Degree in Information Management. She is also a graduate of Goldman Sachs One Million Black Women: Black in Business, a G.R.I.D.-Based Microlocks Educator and Consultant, Cold Capper, author, speaker, and retired U.S. Air Force veteran.

As Director and CEO of Hair Cares Inc., Dana equips hair care professionals through her Wholistic Hair Advocate Program (WHAP), 10 Keys to Wholistic Hair Growth, and professional coaching to become knowledgeable advocates and successful entrepreneurs.

Dana also hosts the Every Strand Counts Podcast Show and produces the Piecing Hair Growth Together Summit, connecting professionals and industry partners to advance hair wellness education, business growth, and community impact.

LET'S PARTNER

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INVEST IN EDUCATION. EMPOWER PROFESSIONALS. IMPACT COMMUNITIES.

We invite your organization to stand with Hair Cares Inc. in responding to the widespread impact of hair loss. Our work begins by educating the hair care professional—the trusted person who may be first to notice a concern or hear a client's fear. Through this years' theme Science, Wellness, and Business, your sponsorship helps us create opportunities for credible education, responsible hair advocacy, build professional confidence, and community outreach.

Together, we can help people move beyond suffering in silence. We can equip professionals, to have more informed conversations, help clients, feel supported in taking their next steps, and expand the reach of hair loss and hair growth education. Educate the Professional. Empower the Client. Impact the Community.



PLEASE CONTACT US

Please contact us to discuss sponsorship opportunities. If our established packages do not align with your organization's goals, we welcome the opportunity to customize a mutually beneficial partnership.

Dana Wilson | Hair Cares Inc.

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HairCaresInc.com

HairCares®
Every Strand Counts

PARTNER WITH US. BE PART OF THE SOLUTION.

BECAUSE EVERY STRAND COUNTS.