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IMMEDIATE RELEASE

## **When Your New 'Do' Is A Pain In The Neck**

*New HeadBed Salon Sink Padding Aims To Reduce Discomfort, Injuries For Clients With Neck Sensitivities*

Did you know that getting your hair washed at your local hairdressers could result in a serious neck injury, and possibly, the worst case scenario, death!

Death sounds over-dramatic from simply having your hair washed at the hairdresser, yet it is a very real and well-documented possibility.

Known as Beauty Parlour Syndrome (or VBI: Vertebro Basilar Insufficiency) these symptoms can occur when there is too much pressure on the neck due to over-extension of the neck at the salon sinks. The weight of the unsupported head causes the neck muscles to overly tense up, adversely affecting the delicate blood vessels and nerves in the neck. At worst it can lead to damage of the neck's vertebral arteries; clients can feel light-headed, can faint and/or, in some instances have a stroke! Hairdressers need to know of the dangers for the neck's delicate structures and how to protect it.

The awareness of this dangerous situation led Catherine Randabel to invent the HeadBed, a salon sink head and neck support cushion.

For years, WA based Naturopath, Catherine Randabel has been treating an increasing number of clients with neck, head and shoulder pain, migraines, numbness down the arms, after sessions at the hairdresser.

Catherine says "most of my clients visit their local hairdressing salon every 4-6 weeks. They love going to the hairdresser but many dread the sheer discomfort of sitting at the backwash basin. But not anymore, the HeadBed has provided a solution— new, unique and truly innovative this Head and Neck Support Cushion for the salon sink, is finally solving the long standing problem of client discomfort.

The HeadBed is a small platform that is built into a silicon rubber cushion that sits on a salon sink, designed to support the head at its heaviest point, under the occipital bone. This assists in placing clients in the optimal safe position for all washbasin services.

Dale James, Chairman of Intercoiffure WA, says "Customer comfort and safety should be a priority for every salon, especially in the current business climate. HeadBed is a product that will markedly improve standards of Salon OH&S. It serves as a wake-up call to salon owners in considering their duty of care towards their client, fully understanding the related health risks that exist at the salon sink and do something about it".

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