

## Helping To Defuse The Global Land Mine Crisis



**Jennifer Lopez with John Paul DeJoria, Paul Mitchell's CEO and co-founder, at the "Noche de Ninos" benefit.**

(NAPSA)—A meeting of four high-profile men in South Africa may just help make the world a little safer. The men—Nelson Mandela, Brad Pitt, Paul Mitchell co-founder and CEO John Paul DeJoria and Virgin Airlines honcho Richard Branson—are patrons of the organization MINESEEKERS, created two years ago to battle the global land mine crisis.

It was while in South Africa that they produced a special film about the organization and their dedication to its cause. "A human being loses a limb or their life to land mines every 15 to 20 minutes," explains DeJoria.

And now MINESEEKERS will receive technology from the British Defense Ministry that will allow them to scan several feet into the ground and detect either metal or plastic mines within a quarter inch of their locations.

It's estimated there are 70 to 100 million land mines in the world. With the current technology, it would take a lifetime to remove them all. With this new

technology, the job can be done in 10 to 15 years.

"Let us all as families, corporations and concerned citizens of the world work together to rid our planet of the horrors of the land mines," says DeJoria. "Helping to save lives and making the world a better place while we are here, is paying rent for being alive on the planet earth."

Paul Mitchell's philanthropic work doesn't just stop with DeJoria's support of the 2004 United Nation's 4th Annual Adopt-A-Minefield Gala, either. The company was a presenting sponsor at "Noche de Ninos"—a benefit for Children's Hospital Los Angeles—at which Jennifer Lopez was honored for her humanitarian efforts.

What's more, Paul Mitchell also donated a portion of the proceeds of its holiday gift sets to the Children's Hospital. The four different sets include Paul Mitchell Smoothing, Extra-Body, Color Protect and Instant Moisture products. To learn more, visit [www.paulmitchell.com](http://www.paulmitchell.com).



**Nelson Mandela, a patron of the organization MINESEEKERS, with Brad Pitt, John Paul DeJoria and Richard Branson.**