



2023

Lusta Children's Project

Providing wigs for children with alopecia
and medical-related hair loss.

**For Families and
Applicants**

Table of Contents

| | |
|----------|--------------------------|
| 3 | About Lusta |
| 4 | Mission and Vision |
| 5 | Application Requirements |
| 6 | Successful Applicants |
| 7 | How to Apply |
| 8 | Contact Information |

About Lusta Hair

Lusta Hair is a leading human hair topper and wig brand helping women and children with hair loss to regain their confidence and live life without restriction.

Since launching in 2019, Lusta has expanded as a global brand and has customers in over 150+ countries.

Our pieces are handsewn using the finest quality hair, designed to be ultra comfy and last for years. Our pieces are designed specifically for women with hair loss in mind.

Lusta Hair was founded by Kimberly Di Benedetto, a woman on a mission to break the stigma of female hair loss. Kimberly was diagnosed with Androgenic Alopecia at 19 years old. After spending years trying different remedies to grow her hair back, Kimberly found hair toppers. Toppers completely changed Kimberly's outlook on life, finally she had a solution to her hair loss. Now, it's Kimberly's mission to spread the word about hair toppers and alternative hair.

Kimberly has designed her wigs with the help of Holly, wig specialist and wig-wearer since age 6. Holly has had alopecia for most of her life and has worn her fair share of uncomfortable, itchy wigs. Our wigs have been created to solve all those problems- they're comfortable, secure and able to keep up with your child's busy-soccer-practice-hanging-upside-down-on-the-monkey-bars life.

The Lusta Children's Project is an initiative founded in 2023 and is self-funded by Kimberly Di Benedetto. Through the Lusta Children's Project she hopes to make a positive impact in the lives of women and children with hair loss.

Meet the Team



Kimberly Di Benedetto
Founder and CEO



Holly Faller
Wig Specialist

Find Us on Socials

 [WEBSITE](#)

 [FACEBOOK](#)

 [INSTAGRAM](#)

 [TIKTOK](#)

Mission and Vision

Breaking the stigma of female hair loss and helping women to live their life without hair loss holding them back.

Mission

Our mission is to give more women and children access to high quality wigs and hair toppers which make them feel like themselves again.

Vision

Through the Lusta Children's Project we hope to create a positive impact in the lives of women and children with hair loss all over the world. We want to be part of the movement which breaks the stigma surrounding female hair loss and empower more women and children to take their confidence back.



Application Requirements

Review the eligibility requirements for funding. Please note that we are only able to accept a limited number of applicants each month.

Diagnosis

Provide photos of medical diagnosis/doctor's contact details.

Adelaide-Based or Willing to Travel

As our studio is in Adelaide, Australia we require you to travel to our studio.

Media Permissions

As our vision is to spread awareness of female and adolescent hair loss, we require permission to film and share your/your child's journey from finding their dream piece and a follow up on their journey.



Successful Applicants



Successful applicants will receive a wig or topper valued at up to \$5,000AUD.

Your child will have the opportunity to come into our studio, try on different wigs and find their dream hair.

Your child's wig may be customised (cut, coloured) based on their requirements.

Our experienced team will also help your child learn how to wear their piece and make it feel like their own.

We want to help guide your child through the transition to wearing hair.

We will hold their hand throughout their hair loss and hair-wearing journey with ongoing support.

How to Apply

To start your application, please fill out the application by clicking the link below:

<https://lustahair.com/pages/the-lusta-childrens-project>





**For
inquiries,
contact us.**

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