

FOR IMMEDIATE RELEASE

Sharp Pencil Studio, Chicago Design Agency with boutique attitude and big-agency know-how partners with HelpMe2Stop.org to help educate sufferers of Trichotillomania through beauty.

Sharp Pencil Studio
6030 N. Sheridan Rd., Suite 1210
Chicago, IL 60660
www.sharppencilstudio.com

Contact: Alina Salganik, Director of Marketing/Media
alina@sharppencilstudio.com
(508) 654-4715

Chicago, IL Thursday, March 15, 2012—Although seeming almost alien to some, Trichotillomania or Trich is the compulsive urge to pull out one's own hair. Due to the lack of knowledge about this condition, sufferers often feel alone and in despair. HelpMe2Stop.org's mission is dedicated to providing recovery assistance for sufferers through beauty.

HelpMe2Stop strives to educate both sufferers and the public and believe that bringing awareness to Trich and creating a supporting community will help sufferers stop. All donations to HelpMe2Stop go towards customized hair products that have been proven to help stop sufferers stop pulling and re-grow their hair.

Sharp Pencil Studio, being a huge supporter of women's self esteem issues and overall education on inner beauty has partnered with HelpMe2Stop.org by the creating and commissioning an art piece to help bring awareness to the cause. The art piece will be utilized as t-shirt designs and for various promotional material purposes. The piece features a Trichotillomania mania sufferer looking beautiful and featuring the quote "I'm not beautiful like you. I'm BeauTrichful® like me."

Trichotillomania is most commonly characterized by:

- Inability to resist urges to pull out one's hair
- For some, mounting tension before one pulls
- For some, gratification and relaxation when pulling
- For some, a feeling of relief after pulling
- Noticeable hair loss
- Increased distress and/or interference with daily life

Sharp Pencil Studio's commissioned design will be available on HelpMe2Stop.org's shop section for purchase with all proceeds going as donations to the cause.

About Sharp Pencil Studio

Sharp Pencil Studio is the premier design agency with a boutique agency attitude and big agency know-how, created to help nourish and cultivate brands, build meaningful long relationships with customers, and most of all, differentiate brands from competitors. Sharp Pencil Studio is not just a graphic design home for sharp radicals who believe that even commercial art can be fun but can also help in reaching the masses and get noticed on a daily basis.