

Media Release

For immediate release

AACTA Announces Partnership with HASK, Shining a Spotlight on Australia's Hair and Make-up Teams

The Australian Academy of Cinema and Television Arts (**AACTA**) have today announced **HASK** as the exclusive and official Hair Care partner of the **2020 AACTA Awards presented by Foxtel**.

Heading into the Academy's 10th Anniversary year, AACTA are shining the spotlight on the ongoing dedication and exceptional craft of Australia's Hair and Makeup teams. Experts in their field, Australia's talented Hair and Makeup teams work tirelessly to produce meaningful and memorable looks, creating characters which embody the story.

Championing this important work behind the scenes, HASK will present the 2020 AACTA Award for Best Hair and Makeup at the AACTA Awards presented by Foxtel in early December.

Playing a vital role in bringing Australia's most glamorous red-carpet event to life, HASK will take over the official AACTA Awards Styling Suite, ensuring that the country's biggest stars are red-carpet ready. HASK will also present the official VIP pre-red-carpet soirée, an exclusive gathering for VIP guests, at The Darling in Sydney on the day of the Ceremony.

One of the best kept secrets in Hollywood, HASK products have been used behind the scenes on more than 350 film and television projects globally, including **BIRDS OF PREY, PITCH PERFECT 2 & 3, MALEFICENT, THE MORNING SHOW, BOMBSHELL and A STAR IS BORN**.

During a shoot, hair can be subjected to hours of styling. Between the exposure to heat, damage from excess washing and handling, and strain from head pieces, the process to camera-ready hair can have disastrous effects on the overall hair health of an actor. Trusted backstage by many, HASK has become an integral part of a stylists' solution to ensure actors and actresses' hair remains hydrated, healthy and resilient throughout long days on set. In partnership with AACTA, HASK will provide Hair Stylists working within the industry an extensive assortment of haircare products, perfect for every hair type in an exclusive HASK Actor Bag. This will ensure every actor/actress that steps onto a Film or TV set has gorgeous, healthy, glossy, camera ready hair.

"We are overjoyed to be partnering with HASK and to see them presenting the 2020 AACTA Award for Best Hair and Makeup in AACTA's 10th anniversary year," said **AFI | AACTA CEO Damian Trehwella**. "Australia's Hair and Makeup teams working in film and television are incredibly creative and extraordinary artists. We are excited to shine a spotlight on this unsung area of our screen industry."

"HASK is delighted to partner with AACTA and to support Australia's Hair and Makeup creatives while adding to the glitz and glamour of Australia's finest red carpet event," said **Executive Chairman of Inspired Beauty Brands and HASK owner Peter LaFleche**. "As the best kept secret among Hair Stylists in Hollywood, including being used backstage at major Hollywood events such as The Oscars®, we are thrilled to offer our support to both the Australian Academy and Australia's incredible Hair and Makeup teams."

– ENDS –

The AACTA Awards are supported by the New South Wales Government through its tourism and major events agency, Destination NSW.

For further information, please visit aacta.org/connect/shining-a-spotlight-on-australias-hair-and-makeup-teams-with-hask/#HaskVideo

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For further information about AFI | AACTA visit: www.aacta.org

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