

Petite Peanut helps children with hair loss

Petite Peanut Headwear is a new brand from Danish headwear company Christine Headwear. The new brand makes headwear to help children, who suffer from hair loss, which is often caused by severe illness such as cancer or other illnesses for example Alopecia.

“All that children want is to be children and to play freely. Our most important job is to help them continue to do that despite their hair loss. It’s a very emotionally charged segment, and one we’ve spent a lot of time researching to get the children’s universe and the collection just right,” says Tine Fuglsang, Product & Sales Director at Christine Headwear.

It has been important to create a playful universe around Petite Peanut, and at the centre of it all is a small, bald bird that will be featured on all packaging and elsewhere. “We hope that the little, bald and likable green bird, Peanut, will become a friend and an imaginary support to the children and that this will help them get through a tough time,” says Tine Fuglsang.

Christine Headwear is the market leader within the headwear industry and have for many years created headwear for adults with hair loss. A growing demand for comfortable and specialised headwear for children has now made the company expand.

“There is a limited selection of headwear suitable for children with hair loss on the market, and we have a lot of knowledge with specialised headwear for adults, so it feels like a natural addition to the range. We’ve used our many years of expertise to create a collection for children that is smart with soft and comfortable linings and a tight and comfortable fitting, so that the children can play without limitations. There’s no doubt that this has become a very heartfelt project for us” explains Tine Fuglsang.

About the first Petite Peanut collection

The first collection from Petite Peanut consists of several comfortable styles, turbans and headbands. There will be five different basic models in the range. All of them in a beautiful, soft variety of colours and prints and very easy to put on. Most of the styles are available in 2 sizes: 2-5 years and 6-12 years.

All styles in the range have been thoroughly tested and developed in order to create the right fitting for children. The Petite styles are primarily made from soft and comfortable Oeko-Tex Standard 100 certified class 1 materials, especially certified for use on babies. A Class 1 product requires the products are safe to use and does not give off any harmful substances.

Furthermore, the brand is CE* certified as a medical device according to the EU directive (93/42/EEC) concerning medical devices. This is a high attainable certification and Petite Peanut is one of the few in Europe to achieve this. The entire Petite Peanut range is made from natural materials such as cotton and Caretech® Milk. The new children’s line will launch in the beginning of September 2019 and will be available in health care shops, hairdressers and wig stores.

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About Christine Headwear

Christine Headwear is a range of Danish designed high-quality headwear products made to provide women, who suffer from hair loss, with a real choice in hair coverings. Christine Headwear is CE certified as the only headwear company in Denmark. This means that the products are classified as medical equipment. Christine Headwear was founded in 2003 by Tine Fuglsang. In 2012 The Headwear Company acquired the brand Christine Headwear. Please visit www.christineheadwear.com.

About The Headwear Company

The Headwear Company is a part of Thygesen Textile Solution A/S. The Headwear Company is located in Ikast. The company sells products under the brands VIVA Headwear, Boho Spirit Headwear, MALE Headwear, Petite Peanut Headwear and Christine Headwear. It is represented in 46 countries world-wide. Please visit www.theheadwearcompany.com

About the CE*-certificate

Petite Peanut Headwear is classified as a medical apparel according to the EU directive for medical equipment (93/42/EEC). The CE mark is a joint European regulation, and the rules make strict demands on design, construction and production to guarantee that the products are appropriate and safe to use. Because of these regulations and in order to meet the strict requirements, the certified company is required to conduct continuous tests and controls on all their product processes from design, construction to supplier manufacturing. The medical device classification is a very important and valuable mark. By definition of the EU Directive a medical device is a material intended to be used by women and children for the purpose of protection of the skin against the heat, sun and the cold. Furthermore, it is intended to relieve physical and mental discomfort resulting from hair loss as well as a general protection of women and children, who have lost their hair due to chemotherapy and other hair loss related illnesses.

