Hair That Cares Program Policy

About Hair That Cares

Hair That Cares is the grant assistance program of Hairline Illusions, created for people with medically related hair loss who face financial barriers to a quality hair replacement.

We offer two forms of support: custom units provided through our nonprofit partner, Butterflies BBI, and free non-custom human hair wigs for adult women.

Eligibility

Hair That Cares serves people with hair loss caused by a documented medical condition or its treatment who cannot afford a wig. Applicants generally qualify when one of the following applies:

- Medical insurance has denied coverage for a cranial prosthesis or wig.
- Insurance leaves a copay or balance the applicant cannot cover.
- The applicant has no medical insurance.

Applicants with a cancer diagnosis are encouraged to use their insurance first. A prescription written for a cranial prosthesis, rather than a wig, is often the faster path. Where the plan pays part of the cost, Hair That Cares funds may be applied to the remaining balance or copay.

Required documentation

- A completed application.
- A physician letter or prescription confirming the medical cause of hair loss.
- An insurance denial or explanation of benefits. Uninsured applicants may send a short note saying so instead.

What each group receives

Applicant	Support provided
Children under 18	Custom units through Butterflies BBI
Adult women	A free, non-custom wefted human hair wig

Applicant	Support provided
Adults in chemotherapy and burn survivors with sensitive scalps	A cranial prosthesis in place of a standard wig, as available

One award is provided per applicant within a twelve-month period. Wigs are for the recipient's personal medical use and may not be resold.

Order of Processing

Applications are processed in the order they are received. Because the need is great and our waiting list is long, we are not able to move an application ahead of others in line.

An application enters the queue once it is complete. That means all required documentation has been received, including a physician letter or prescription and an insurance denial or explanation of benefits. Applicants without insurance may send a short note saying so in place of a denial.

Submitting an application does not guarantee assistance. Support depends on available funds and inventory at the time an application is reached.

Custom Units Through Butterflies BBI

Custom wigs and cranial prostheses are provided only through our nonprofit partner, Butterflies BBI (Butterflies by Blaq Inc.), a registered 501(c)(3) organization serving children with medically related hair loss.

Custom units are made to each recipient's measurements and are not available directly through Hairline Illusions as a free program item. Families seeking a custom unit are referred to Butterflies BBI, which reviews and approves each recipient. Learn more and apply at butterfliesbbi.org.

Free Wigs for Adult Women

Adult women approved through Hair That Cares receive a free, non-custom wefted wig made with human hair, at no cost to the recipient.

These wigs are already completed, not made to order. We match each recipient as closely as possible to her preferred texture, color, and length from the wigs available at the time her application is reached. Custom construction, fitting, and alterations may not be

included.

How to Apply

1. Complete the application at hairlineillusions.com/copy-of-hair-that-cares.
2. Include your desired texture, color, and length.
3. Send your physician letter or prescription, and your insurance denial or explanation of benefits (or a short note if you are uninsured).

We will confirm once your application is complete and in the queue, and we will contact you when it is reached.

Questions may be sent to info@hairthatcares.org.

Other Free Wig Resources

Because applications are served in the order received, we encourage applicants to explore these independent programs as well. Each sets its own eligibility and timelines, and none is affiliated with Hairline Illusions.

Organization	Who it serves	501(c)(3) EIN
Butterflies BBI	Children with medically related hair loss; our partner for custom units	45-4874876
Wigs for Kids	Children 18 and under with medical hair loss; full-cap hairpieces at no cost	34-1749587
Children With Hair Loss	Children and young adults under 21 with medical hair loss; human hair wig and care kit	38-3537982
Locks of Love	Financially disadvantaged children with hair loss; hairpieces free of charge	65-0755522
Hair We Share	U.S. residents with permanent medical hair loss; free for children 18 and under, adults based on financial need	47-1305095
Verma Foundation	Women and children with cancer; free cap wigs	26-1083048
EBeauty	Women undergoing cancer treatment; free wigs	45-3593527

Program details as listed on each organization's website, October 2026.

Hair That Cares, in partnership with Butterflies BBI. When only the best will do.