

Ex-cricketers come clean over hairy topic

by Colin Espiner

It was a case of hair today, gone tomorrow for batting great Martin Crowe and his promotional sidekick, Australian cricketer Greg Matthews.

The pair dropped in to admire their new locks in the Jade Stadium men's loo during a whirlwind tour for a hair-replacement treatment, in Christchurch yesterday.

Six interviews and a slot on Sky TV's Sports Cafe finished off the pair's commercial commitments — in between some advice for the New Zealand cricket team and a plug for another Matthews endorsement, an Aussie finance company.

What makes one of this country's finest batsmen become a hair ambassador? "Because I wanted to do something about my hairline, which was going, going, gone," says Crowe. "I had hair replacement for 14 months, then the company (Advanced Hair Studios) asked me if I wanted to be an ambassador for them in New Zealand.

"I said sure — because I was very happy with the way things were going."

Of course, the former cricket captain turned Sky TV commentator and producer gets paid to say that, but he doesn't feel like a salesman. The treatment works, and makes him feel better



PHOTO: RACHEL SIMPSON

Follicularly challenged former cricketers Greg Matthews and Martin Crowe check their appearance.

about appearing on the telly, he says.

Crowe now sports a mop of reddish European hair. It's not a perfect match but at least it's his.

As for Matthews, he's an old hand at hair-treatment endorsement, having plugged the company for eight years. "I draw a parallel with the outing of the gay movement in the 1980s. It's cool to be gay and it's cool to be bald," he says, somewhat cryptically, since he sports a

head of salt and pepper hair. Russian, he says proudly.

"Some of the hardest, meanest rugby league players in Australia use our product," Matthews says.

"There's a polly (politician) or two and a couple of musos. But some are concerned about their image."

Not these cricketers. They're happy to come clean and bare all, even if it earns some ribbing from their mates.