

# They're hair for the cricket

**FORMER** New Zealand cricket captain-turned-commentator Martin Crowe has joined former Australian cricketer Greg Matthews as a hair ambassador.

Matthews has been promoting baldness treatments since he had strand-by-strand hair replacement in 1993.

According to Advanced Hair Studio's publicity, the treatment takes second skin membrane combined with hair and integrates and blends it with a person's hair and scalp.

Crowe said yesterday that he had the strand-by-strand replacement in the middle of last year.

"I went to work and everybody and all my mates and my family were in raptures and impressed," he said.

However, it was not till December when he appeared on camera with fellow cricketer and commentator Ian Smith that his new hairdo attracted wider attention.

Crowe said no one had called him vain to his face.

"I just felt uncomfortable [with the baldness]. I've felt more relaxed with hair whatever the questions posed.

"I found hair loss could affect you in a variety of ways. It can make you look and feel older and affect your confidence. Shaving my head wasn't for me," he said.

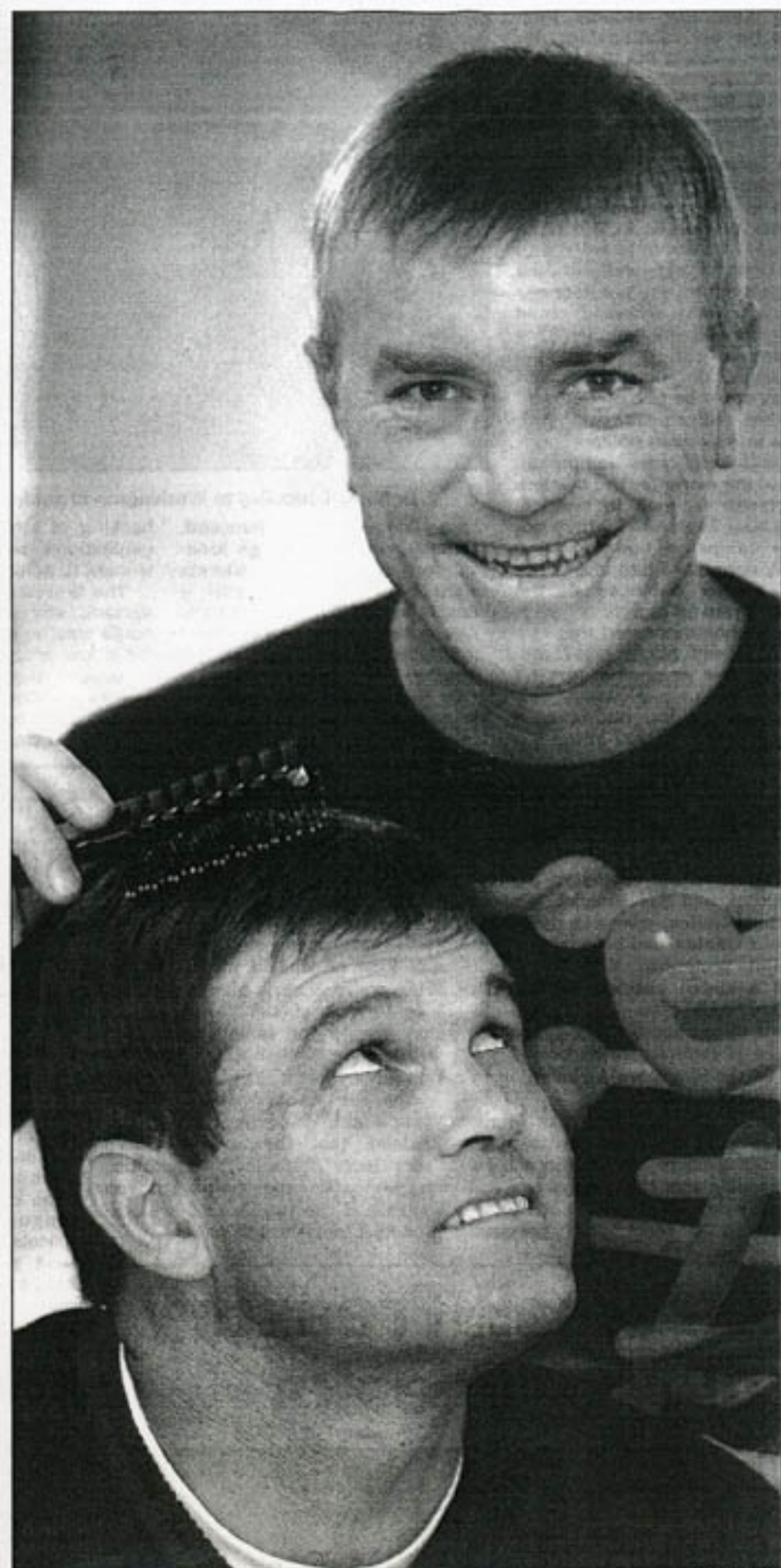
Matthews said Crowe looked five years younger. Matthews believed having hair treatment was almost like being outed as gay. Baldness was the last bastion of physical presentation.

He was having the best time of his life with hair.

"I can't get over how many chicks talk to me," he said.

Crowe said he had not been able to convince hairless brother Jeff, the New Zealand cricket team's manager, to have the treatment.

Crowe and Matthews are spokesmen for Advanced Hair Studio.



MARK ROUND

Australian Greg Matthews styles Martin Crowe's new locks