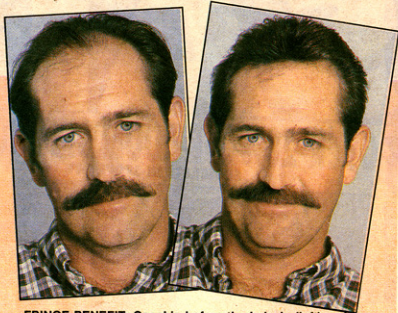


GOOCH NO BALD



FRINGE BENEFIT: Goochie before the hair-do (left) and now

Ovzat! Graham gets a £4,000 hair-job

FORMER England cricket captain Graham Gooch took the covers off his new head of "Cossack" hair yesterday. The 42-year-old star is sporting a new thicker thatch after locks from Russian peasants were woven into his own.

Goochie spent hours in the hairdresser's chair while the £4,000 treatment was carried out and the top-notch job only went ahead after weeks of careful preparation.

Russian peasants have the most natural, untreated locks because they can't afford dye or scalp treatments. They sell their natural asset for a handful of roubles to ease their poverty — but big-wigs cash in by demanding anything up to £200 an ounce for it.

Comb

Now the ex-Essex skipper Gooch is set to tour the country for fixtures at Advance Hair Studios, who have signed him up as their new model.

He said yesterday: "Thinking hair affects guys in different ways and I decided it was time to do something about it."

"I first spotted the treatment on my Australian

IAN TRUMAN

cricket mate Greg Matthews during last winter's Ashes tour and I couldn't believe how good he looked.

"It looked so real and that's why I decided to have a go. I am really pleased with the results.

"I have as much hair now as I did 10 years ago.

"I can do whatever I want with it — even play cricket.

He added: "The only difference is it takes a little longer to dry.

"And I've had to buy a new comb."