

FRAGRANCE AND PERSONAL CARE

## Cl de Peau Beaut continues educational partnership with UNICEF

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*Cl de Peau Beaut will donate a portion of The Serum to UNICEF efforts supporting girls' education. Image credit: Cl de Peau Beaut*

By LUXURY DAILY NEWS SERVICE

Shiseido-owned Cl de Peau Beaut is continuing its work with UNICEF, announcing its second year of their multi-year partnership.

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The partnership aims to improve girls' access to science, technology, engineering and mathematics (STEM) education and unlock the power of girls' potential through education. The brand will donate a portion of The Serum's global sales to support UNICEF programs that contribute to the education and empowerment of girls in Bangladesh, Kyrgyzstan, Niger and other regions.

"At Cl de Peau Beaut, we believe the key to a better world lies in unlocking the power of girls through STEM education, a task that no individual or brand can achieve alone," said Yukari Suzuki, chief brand officer of **Cl de Peau Beaut**, in a statement. "With a purchase of The Serum, anyone can support the work made possible through our partnership with UNICEF and claim their role in effecting positive change during a time of global crisis.

"We are honored to know that through UNICEF, these contributions are channeled to make the most necessary and meaningful impact, she said. "Now in the second year of this initiative, we warmly invite everyone to play a tangible role in enabling access to education, empowerment and employability for girls globally.

Supporting girls globally

The Cl de Peau Beaut initiative to support UNICEF with The Serum sales will run in-store in May and June, and from May through Dec. 31 online.

Cl de Peau Beaut's partnership with UNICEF is actively developing a blueprint for building girls' and young women's skills both in times of crisis, as many girls have experienced during the COVID-19 pandemic, and for the future.



*Cl de Peau Beaut is continuing its work to support UNICEF programs in Bangladesh, Kyrgyzstan, Niger and other regions. Image credit: Cl de Peau Beaut*

Funds raised for UNICEF from last year's sales of The Serum supported initiatives around the world that are enabling girls to overcome barriers to education while accessing their inner potential.

These initiatives include the Alternative Learning Program in Bangladesh, offering skill development and employment opportunities, with 95 percent of girls in the program already being connected to a relevant job. Another initiative in Bangladesh is UNICEF's assistance in creating a national curriculum framework that promotes gender equality.

Cl de Peau Beaut is supporting UNICEF's STEM4Girls programs in Kyrgyzstan, empowering girls to pursue professional education and careers in the STEM field.

The beauty brand is also supporting UNICEF's programs in Niger, providing new opportunities for adolescent girls to develop competencies and skills. The partnership supported 120 adolescent girls in receiving skills-based training and literacy classes.

"Every girl deserves to grow up in a world of opportunity and to live a fulfilled life, but millions of girls around the world are denied that opportunity without access to school or to resources denied the chance to participate equally in society," said Carla Haddad Mardini, director of private fundraising and partnerships at **UNICEF**, in a statement. "With support from our partnership with Cl de Peau Beaut, UNICEF is investing in skills-building initiatives in STEM, digital technologies and social entrepreneurship.

"UNICEF supports efforts that make sure girls lead empowered lives, equipped with the right resources and opportunities," she said. "The world's 600 million adolescent girls can become the largest generation of female leaders the world has ever seen."

Cl de Peau Beaut is one of several brands that have collaborated with UNICEF to promote the education of young girls and gender equality.

In the past, Gucci has worked with UNICEF as a founding partner of its Girls' Empowerment Initiative. Announced on International Day of the Girl, the partnership included a 1 million euro, or about \$1.2 million, contribution to the project ([see story](#)).