

Cl de Peau Beaut touts accomplishments from UNICEF partnership

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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 reaffirming its commitment to girls' STEM education by partnering with UNICEF for the third year.

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The skincare and beauty brand will donate a portion of the global sales of The Serum to UNICEF's Global Gender Equality Program. Cl de Peau Beaut, which is guided by the pillars of elegance and science, strives to improve young girls' access to science, technology, engineering, and mathematics (STEM) education.

"At Cl de Peau Beaut, we believe the key to a better world lies in unlocking the power of girls through STEM education," said Mizuki Hashimoto, chief brand officer of [Cl de Peau Beaut](#), in a statement.

"We have therefore committed to apportioning a percentage of sales from The Serum, one of our most coveted products, to educate and empower young women around the world," she said. "The past two years have been a meaningful journey as we sought to make a real difference, and it has been particularly special to receive such enthusiastic participation from our customers."

Unlocking girl power

This year's initiative will run from May through June in stores, and online from May through December 2022.

Continuing efforts from last year, Cl de Peau Beaut's donation will support programs in Bangladesh, Kyrgyzstan and Niger, as well as other regions.



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

The partnership has supported the enrollment of 1,100 girls in an Alternative Learning Program in Bangladesh, the training of more than 600 girls as peer educators in Kyrgyzstan and mentoring programs supporting 900 secondary school girls in Niger, among other notable achievements.

"With support from our partnership with Cl de Peau Beaut, UNICEF is investing in skills-building initiatives in STEM, digital technologies and social entrepreneurship," said Carla Haddad Mardini, director of private fundraising and partnerships at UNICEF, in a statement.

"UNICEF supports efforts that make sure girls lead empowered lives, equipped with the right resources and opportunities," she said. "Through this program, we hope to inspire and provide the necessary tools for the next generation of female leaders."

Earlier this year, luxury brands marked the International Day of Women and Girls in Science by highlighting key initiatives. Italy's Prada Group and British diamond company De Beers Group are helping provide opportunities for women in STEM at different points in their careers ([see story](#)).

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