

FRAGRANCE AND PERSONAL CARE

Cl de Peau Beaut pledges \$8.7M towards gender equity gap in renewed UNICEF partnership

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The initiative marks the world's largest private sector contribution to this area. Image credit: Cl de Peau Beaut

By LUXURY DAILY NEWS SERVICE

Shiseido-owned Cl de Peau Beaut is continuing to help bridge gaps in education for girls across the globe via the three-year extension of a crucial charitable connection.

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The brand has worked in tandem with international developmental aid agency UNICEF to tackle the root causes of gender disparities since 2019, placing the focus on science, technology, engineering, and mathematics (STEM) education, employment and empowerment programs for young women. As Cl de Peau Beaut announces the renewal of the said partnership, a new target is set the pair plan to reach and resource 5.7 million girls within the next three years.

"At Cl de Peau Beaut, we believe that the key to a better world lies in unlocking the potential of girls through education," said Mizuki Hashimoto, chief brand officer at **Cl de Peau Beaut**, in a statement.

"This belief serves as the foundation of our long-term philanthropic commitment, as well as the reason why we have partnered with UNICEF," she said. "By continuing this crucial work for the next three years, we aim to continue driving positive change by empowering girls all over the world.

"Each of us has a role to play in realizing this shared vision, and by working together, we can create a better future."

Cl de Peau Beaut x UNICEF

As experts share more about the disproportionate number of young women left behind in the wake of the global health crisis, the pair is renewing a commitment to imbuing impact worldwide.

Over the course of the COVID-19 pandemic, subsequent research has shown that remote conditions worsened the standing of many students.

Cl de Peau Beaut and UNICEF are honing in on young women in STEM, technology, engineering and math (STEM), funding philanthropic pursuits by pledging \$8.7 million in support of UNICEF's Gender Equality Program, benefitting

the agency's Skills4Girls effort in particular.

Funded through the brand's cause-related marketing campaign #KeyToABetterWorld whereby a \$3 donation is triggered each time Cl de Peau Beaut's staple The Serum product is purchased the new pledge marks the world's largest private sector contribution to this area, with a guarantee of at least \$2.9 million.



Cl de Peau Beaut's #KeyToABetterWorld campaign aims to unlock the power of girls through education, employment, and empowerment. Image credit: Cl de Peau Beaut'

The serum is available both in-store and online, with donations to continue being accepted upon purchase until Dec. 31, 2023.

To date, the partners have reached more than 3.5 million girls in Bangladesh, Kyrgyzstan, China, Niger, Peru and Vietnam through related philanthropic efforts ([see story](#)), with plans to expand programming to Indonesia.

"Across the world, 1 in 4 girls aged 15-19 is out of education, training or employment compared to less than 1 in 10 boys of the same age," said Carla Haddad Mardini, director of private sector fundraising and partnerships at UNICEF, in a statement.

"Investment in their education and development has never been more crucial, as they are the leaders of the future," Ms. Mardini said. "Global challenges need global solutions and partnerships are critical to helping us to create change.

"We are delighted to be partnering with Cl de Peau Beaut for another three years to continue supporting the next generation of girls to access education and learning opportunities, to help build their skills and support them with training and job opportunities."

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