

FRAGRANCE AND PERSONAL CARE

# Cl de Peau Beaut names Power of Radiance Award recipient

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Ms. Saujani's goal is to close the gender gap in entry-level tech jobs by 2030. Image credit: Cl de Peau Beaut

By LUXURY DAILY NEWS SERVICE

Shiseido-owned Cl de Peau Beaut is honoring the work of a female leader in STEM (Science, Technology, Engineering, and Math) fields.

The 2024 Power of Radiance Award is going to Reshma Saujani, founder of international nonprofit Girls Who Code. Based in New York, the activist is attempting to close the gender gap in technology by supporting young women who are going into computer science.

"Ms. Saujani's unwavering commitment to empowering girls and women through Girls Who Code perfectly aligns with our mission," said Mizuki Hashimoto, chief brand officer at Cl de Peau Beaut, in a statement.

"We are dedicated to realizing gender equality in STEM and beyond," Ms. Hashimoto said. "Collaborating with Girls Who Code and Ms. Saujani on the 20 Under 20 campaign is an opportunity for us to do more towards advancing gender equality and leveling the playing field for girls in STEM."

## Decoding the gender gap

Since being founded in 2012, Girls Who Code is responsible for the largest pipeline of non-binary and female computer scientists on earth, per Cl de Peau Beaut.

With a goal of closing the gender gap in entry-level tech jobs by 2030, Ms. Saujani is attempting to ignite a cultural shift and inspire girls to chase their dreams in the industry.

Having run for U.S. Congress in the past, she continued this push during her school visits.

"We want to inspire and empower young women to pursue their passions in the STEM world by providing a supportive environment where we can help build each other up."

Shout out to Iowa State's #GirlsWhoCode college loop making major waves in STEM. <https://t.co/yj6cEc1Crl>

Girls Who Code (@GirlsWhoCode) March 7, 2024

To date, the lawyer and civil servant's nonprofit has helped more than 500,000 students through its programs. Currently, alumni are seven times more likely to earn degrees in the field than the U.S. national average.

With this award, Cl de Peau Beaut is giving Girls Who Code a grant to go toward further building this momentum.

Additionally, the brand and Ms. Saujani are spearheading a new campaign called "20 Under 20." The effort works to encourage girls in middle school and high school to stay in their computer science classes; students in this age group represent the biggest drop in attendance to these programs.

As the name hints, 20 women under 20 years old will be provided with "exclusive experiences" such as access to Cl de Peau Beaut's scientists, research facilities ([see story](#)), mentorships and grants that will fund their pursuits.



*To date, Ms. Saujani's nonprofit has helped more than 500,000 students through its programs. Image credit: Cl de Peau Beaut*

The initiative hopes to keep these young students on the computer science path as they grow up, leading them all the way to higher education and STEM careers.

"Showing these girls the beauty of STEM and connecting them with role models is of utmost importance as they make plans for their futures it is what Girls Who Code is all about," said Ms. Saujani, in a statement.

"After all, you can't be what you can't see," she said. "Today, only 28 percent of computing jobs are held by women.

"We all have a role to play in ensuring that we don't leave women and girls behind as we fill the jobs of the future, and Cle de Peau Beaute's Power of Radiance Awards is building momentum behind the cultural shift that's needed to close the gender gap in STEM."