

CARING FOR

Our favourite beauty and fashion brands are making an effort to support change makers,

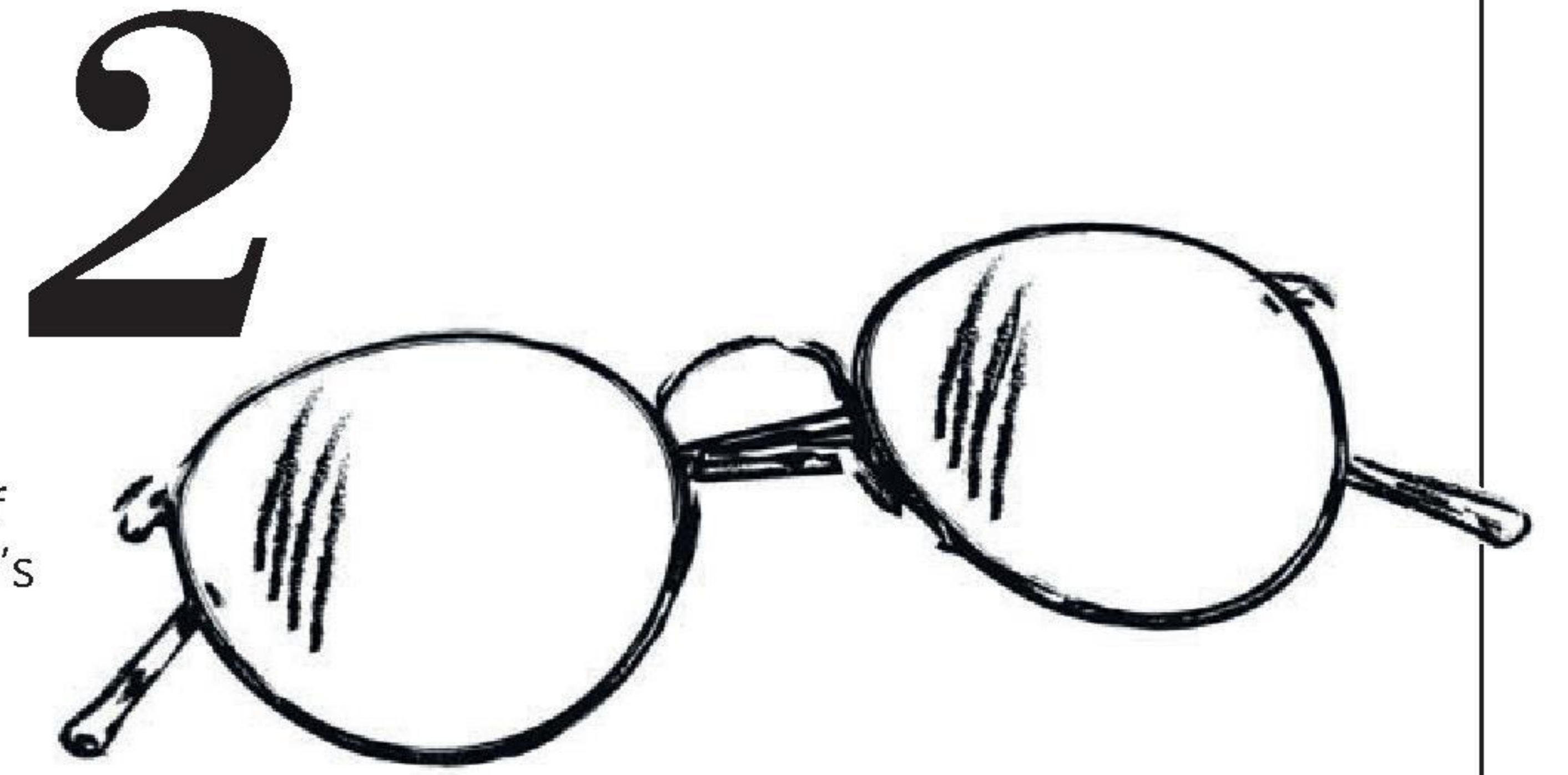
1 ELIZABETH ARDEN'S MAKE A VISIBLE DIFFERENCE CAMPAIGN

The Make a Visible Difference campaign, started by international beauty house Elizabeth Arden three years ago, honours, connects and empowers extraordinary South Africans who are striving to build a better future within their communities. A previous benefactor of the initiative is the 9 Miles Project, which works with young people in Strandfontein, Bayview, San Remo and surrounding informal settlements in the Western Cape, providing mentorship and support through surfing to individuals vulnerable to drug abuse and criminal activity. The brand has some exciting ideas for the third instalment of the Make a Visible Difference Campaign, set to launch in 2017. Follow Elizabeth Arden online at www.elizabetharden.co.za and www.makeavisibledifference.co.za



2 LUXOTTICA'S ONESIGHT CHARITY INITIATIVE

Leading manufacturers of stylish eyewear, Luxottica's OneSight is a non-profit organisation that aims to deliver quality care to those in need by organising eye-care professionals, industry experts, volunteers and partners in different parts of the world. Founded in 1988, with a goal of accessing 20 million people by 2020, this initiative allows patients to receive comprehensive eye exams and top-quality eyewear that enables them to see well. The OneSight Acoustics concerts in collaboration with Ray-Ban, which took place recently in Cape Town, is just one of the ways in which the organisation is raising funds for its mission to achieve universal eye care. Get involved by going to onesight.org



6 CLINIQUE'S MAKE A DIFFERENCE CAMPAIGN

Inspiring confidence is at the heart of everything Clinique does and is the foundation for its global campaign: Difference Maker. Its mission is to inspire confidence in women and empower them to make a difference in the world. This is done through the storytelling of six incredible women from around the world, including SA actress Jessica Nkosi. Each woman supports charities that are part of The Clinique Difference Initiative, a philanthropic platform supporting education and health for women. Locally, the initiative supports Childhood Cancer Foundation SA and Smile Foundation South Africa. Visit clinique.co.za/cms/difference_initiative

7 REVLON AND CANCER.VIVE AWARENESS RIDE

For the fifth year, Revlon will be supporting the annual Cancer.Vive Awareness Ride, which includes 65 survivors, supporters, media and emergency services who will travel 2 400km on motorbikes (and support vehicles) through the Western and Eastern Cape from September 8-18. Cancer.Vive is a survivor-driven project established to bring cancer awareness and education to SA communities, especially in remote areas. Over the past five years, they have educated over 180 000 people across eight provinces, in seven languages, covering a distance of more than 13 500km. Find out more at www.revlon.co.za

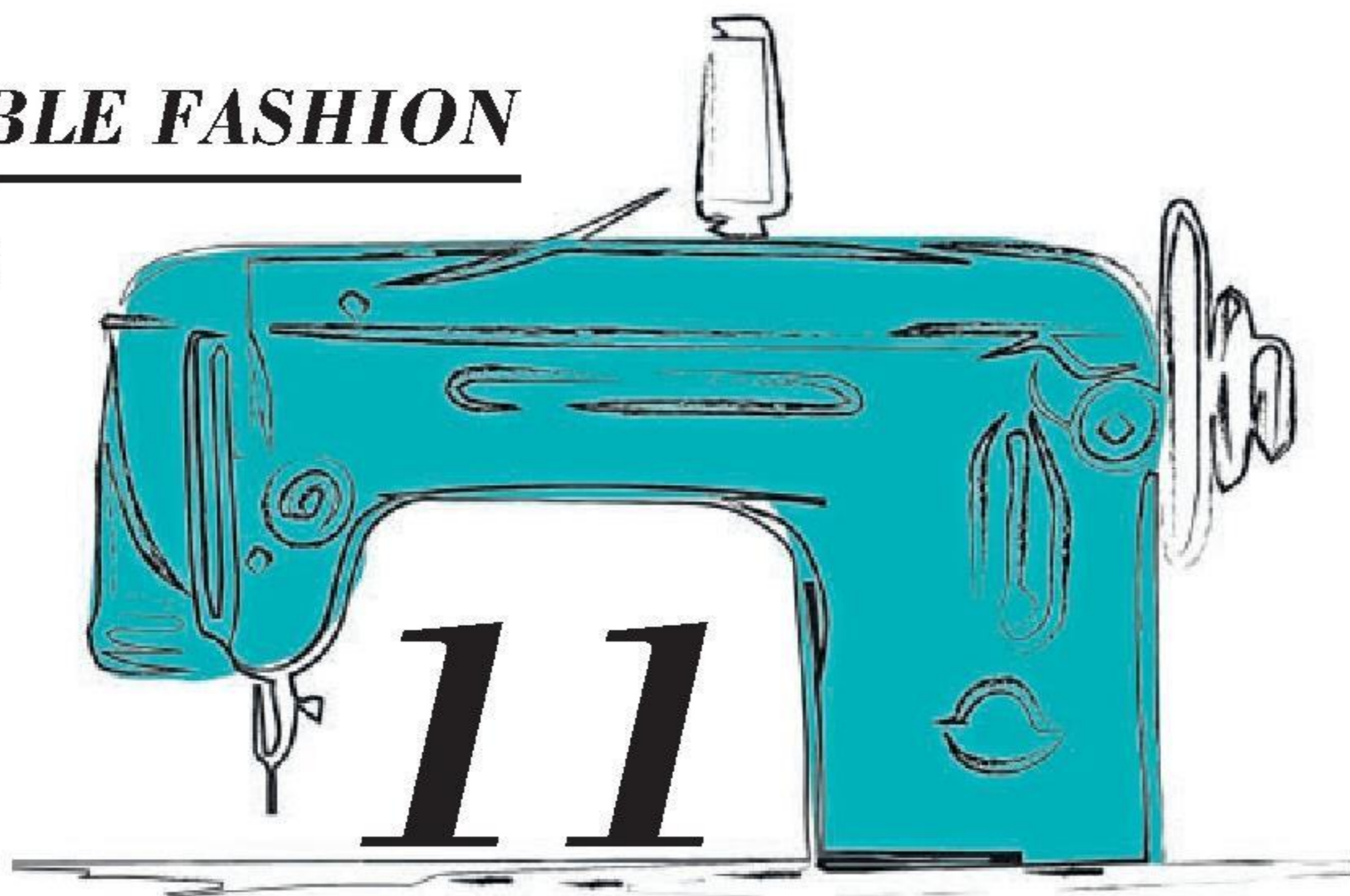


8 L'OREAL PARIS WOMEN OF WORTH

L'Oréal Paris celebrates SA women doing great things through the launch of the L'Oréal Paris Women of Worth. The initiative is an embodiment of L'Oréal Paris's philosophy "Because you're worth it" which recognises women who find joy and beauty in helping others. The awards are open to all women making an impact in their communities. The judging panel will select 10 entries to be profiled and the public will be invited to vote for the woman and cause they believe is the most deserving. The top five will be honoured as L'Oréal Paris Women of Worth and will receive R50 000. Nominate yourself or other women for the award on www.lorealparis.co.za

11 GREERKYLE SUSTAINABLE FASHION

Greer Kyle Dennison's sustainable local fashion brand, GreerKyle, produces unique, ethically friendly garments that beat the competition by offering exceptional quality at an attractive price. Having launched at SA Fashion Week just over a year ago, GreerKyle has a programme where people receive training in garment manufacturing. Dennison has also produced a sewing-skills DVD that is used as a tool to train potential employees to create a high-end sustainable clothing brand while offering trainees the skills to better their own lives. She is currently working on SETA accreditation and translating her training DVD into other languages to reach more people. GreerKyle clothing is available at Big Blue and Burgandy. Find out more at www.greerkyle.com



12 CAROLINA HERRERA'S SUPPORT WITH A SMILE CAMPAIGN

Launched in 2013 with the Breast Health foundation, Carolina Herrera's Support with a Smile campaign helps provide care to sufferers of breast cancer in South Africa. The project is especially powerful because all the caregivers working through the initiative are cancer survivors themselves. This gives them a uniquely empathetic perspective, allowing them to offer practical and personal support and advice based on their own experience. Follow the hash tag #CHPink for more.



16 MOROCCANOIL'S INSPIRED BY WOMEN SHORT-FILM SERIES

This project takes us on the journey of six women who share their stories of bringing change through empowerment. Inspired By Women provides a global platform to celebrate, inspire and empower women. One film tells the story of Georgina Chapman, co-founder of fashion house Marchesa, who turned her love of fashion into action to support The Magic Bus Foundation, a non-profit organisation that helps empower children in India through community upliftment programmes. Watch the film on www.moroccanoil.com/us_en/inspired-by-women



17

ZANDO AND WWF

Zando, one of South Africa's leading fashion online retailers, has joined forces with the World Wide Fund for Nature — one of the largest and most respected independent conservation organisations in the world. As part of the collaboration, Zando will help spread the conservation message by offering unique WWF-branded merchandise to customers who wish to support the work of WWF in South Africa. The specially created Panda collection is an opportunity for consumers to make a fashion statement at the same time as supporting a worthy cause. The proceeds of sales go back into funding conservation projects. Show your support: <http://www.zando.co.za/wwf/>

18 CLICKS THROUGH THE HELPING HAND TRUST'S ON THE GO CAMPAIGN

Clicks has partnered with Subz Pads and its community programme Project Dignity to donate washable and reusable pads to girls in local schools. Thousands of girls miss school regularly because they lack access to sanitary pads during their menstruation cycle. Subz produce a washable SABS-approved sanitary pad that lasts three to five years. Through the Helping Hand Trust, Clicks seeks to make a difference by donating 1% of profits on all Clicks-branded sanitary products to this campaign, which aims to reach 5 000 schoolgirls this year. Visit www.clicks.co.za