

Be
Good to
Beauty.
Get
Involved.





we're
empowering
the next generation of...

Beauty entrepreneurs. Beauty influencers. Beauty visionaries.

Founded to elevate the perception of beauty professionals and shape the future of the beauty industry, Beauty Changes Lives is a nonprofit that works with leaders like you to sponsor scholarships, foster mentorships and provide a stage on which next generation artists can showcase their work.

With your help, we're identifying, investing in and inspiring emerging and established talent—giving them the education and expertise necessary to realize their full potential and lead the industry forward.

If the beauty industry has been good to you, then it's time to be good to beauty.

Together, we open doors.

Together, we create connections.

Together, we build confidence.

Together, we're shaping the future of beauty.

our partners connect to the heart of the industry

When you become a Beauty Changes Lives Foundation Partner, you do more than help launch the careers of the next generation of beauty professionals—you elevate your brand's reputation, relevance and reach. Our partners gain access to an influential, industry-wide platform to showcase their leadership and vision, as well as a host of special benefits:

Partner Pillars

\$25,000 and above – Platinum Partner Benefits

- Three Featured Social Posts (cross-posted on Facebook, Instagram, Twitter)
- Company Logo, Company Mission Statement and Link to company website at beautychangeslives.org/sponsors
- Homepage Feature on beautychangeslives.org for two weeks
- Featured Banner Ad on beautychangeslives.org sidebar for two weeks
- Acknowledgement as a Foundation Partner at all BCL Press Conferences and Stage Presentations
- Company Logo appearing in all ABS pre-show BCL advertising
- Personalized Plaque of Partnership
- Dedicated Newsletter to BEAUTY CHANGES LIVES email list
- Press Release mention
- Company Logo listed on all event PowerPoints that promote BEAUTY CHANGES LIVES
- Company Logo listed in BCL's Annual Report
- Specialized Partnership Plans and Customized Agreements

\$10,000 – Gold Partner Benefits

- Company Logo and Link to company website at beautychangeslives.org/sponsors (middle of page)
- Company Logo appearing in all ABS pre-show BCL advertising
- 2 Featured Social Posts (cross-posted on Facebook, Instagram, Twitter)
- Featured Banner Ad on beautychangeslives.org sidebar for 1 week
- Shared Newsletter to BEAUTY CHANGES LIVES email list
- Press Release mention

\$5,000 – Silver Partner Benefits

- 1 Featured Social Post (cross-posted on Facebook, Instagram, Twitter)
- Company Logo and Link to company website at beautychangeslives.org/sponsors (bottom of page)

because
beauty talent
deserves a
bright future

Help us give the gift of education.

Since 2013, Beauty Changes Lives has awarded more than \$2 million in scholarships, empowering hundreds of hair, beauty, nail and wellness professionals—and the countless clients they serve.

For a minimum commitment of \$50,000 per year for at least two years, we'll create customized scholarships for your brand—helping you foster affinity and loyalty among the next generation of beauty talent.

How Beauty Changes Lives scholarships work:

- We offer scholarships in all specialties representing the beauty and wellness industry
- We also offer advanced education scholarships in cosmetology, makeup and nails
- Industry icons assess applications based on artistic and technical criteria

connect with beauty's leaders— Beauty Changes Lives Experience

The 7th Annual Beauty Changes Lives Experience

Dine and celebrate with other industry leaders at the 2019 Beauty Changes Lives Experience, a high-energy fundraising gala showcasing our profession's impact on the lives and careers of tomorrow's top talent. The evening includes an exclusive VIP dinner honoring 2019's Beauty Changes Lives Legacy Award winner.

Legacy Award winners embody our core values by:

- Serving as icons who have raised the profession's profile
- Mentoring the next generation and inspiring others to be their best
- Embracing philanthropy and changing lives through their humanitarian efforts
- Pursued professional development throughout their career journey

We want to see you there! Join us in advancing the beauty and wellness industry and empowering the lives of tomorrow's artists and visionaries.

do well by doing good: CAUSE- metology

Support emerging beauty and wellness talent while driving your sales and brand recognition. CAUSE-metology is a Beauty Changes Lives Foundation initiative that helps brands boost their marketing while simultaneously honoring their commitment to corporate social responsibility.

There are many ways to participate! Through CAUSE-metology, your organization can create scholarships, royalty programs and point-of-sale promotions. Funds raised can be used to create branded scholarships, fund beauty education scholarships or support the Foundation's general fund. Customized programs are available.

When you participate in CAUSE-metology, you're in good company:

- Howard Murad, MD, created a limited edition "Live Beautifully" retail set containing a best-selling eye cream, and donated a portion of sales to fund the Murad Esthetic scholarship
- BSG/CosmoProf donated a portion of sales from its "Licensed to Create" products, and implemented a matching program that funds the CosmoProf Licensed to Create scholarship
- PRAVANA donated a portion of sales from its best-selling treatment during an eight-week, in-store campaign

Get involved.

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Visit us: beautychangeslives.org

