



ENGLISH

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CLÉ DE PEAU BEAUTÉ ANNOUNCES THE LAUNCH OF 'THE POWER OF RADIANCE' PROGRAM

In honor of visionary women who have dedicated themselves to the betterment of lives through education

TOKYO, MARCH 19, 2019 -- Clé de Peau Beauté proudly announces the Power of Radiance Program, a multi-year philanthropic commitment that honors inspirational women from around the world whose advocacy for women and girls' education has led to positive long-term impact on lives. The Program will select an Award Recipient annually who will receive a grant that can be donated to a cause of her choice, in support of educational initiatives for women and girls. Through this endeavor, Clé de Peau Beauté seeks to empower women and children through the gift of knowledge and learning, and make a tangible difference by igniting radiance within the world.

The inaugural event to launch the Power of Radiance was hosted by Clé de Peau Beauté's Global Ambassador Felicity Jones and the program's first award recipient Muzoon Almellehan, education activist and the first person with refugee status to be appointed as a UNICEF Goodwill Ambassador. Lending their support to the initiative were program contributors, Cindi Leive, Naomi Kawase and Belinda Lee, who shared their experiences through a live panel discussion with Muzoon Almellehan, together delivering an empowering message on each person's responsibility to affect positive change.

Education is the single most potent equalizer of opportunity. It provides children with a ladder out of poverty and a path to a stable and promising future. Yet, today more than 130 million girls* all around the world are missing out on school.

Girls' education is a strategic development priority. Better educated women tend to be healthier, participate more in the formal labor market, earn higher incomes, have fewer children, marry at a later age and should they choose to become mothers, enable better health care and education for their children. All these factors combined can help lift households, communities, and nations out of poverty.

Felicity Jones comments: "I know how fortunate I was to have had access to a great education. This is not the case for everyone around the world, which is why I am so proud to be part of the Power of Radiance program, and support every person's right to knowledge and learning. It is through accomplishment that we can aspire to shine in a way that truly lights up the world."

UNICEF Goodwill Ambassador Muzoon Almellehan comments: “Education is the most potent equalizer of opportunity. And for nations, investing in quality education for children and young people creates the foundation for more peaceful and prosperous families, communities and economies. I will never stop speaking out for those whose voices have been silenced for too long, until every child is in school and learning.”

Ms. Yukari Suzuki, Chief Brand Officer of Clé de Peau Beauté comments: “At Clé de Peau Beauté we believe that true Radiance is an inner strength that is in each of us, but it is something that needs to be unlocked. When radiance is unleashed, each one of us has the potential to achieve great things and profoundly influence the world around us. I am humbled to have the opportunity to celebrate the inspirational radiance of women who are effecting change through the empowering path of Education and am honored to celebrate the light that they shine on others.”

The Program’s grant will be funded from global sales of Clé de Peau Beauté’s exquisite range that is especially developed to unlock the power of its radiance.

**information source: <https://www.sdq4education2030.org/new-education-data-sdq4-focus-out-school-children-27-september-2018>*

Power of Radiance Program Website: <https://www.cledepeau-beaute.com/powerofradiance/>

About Clé de Peau Beauté

Clé de Peau Beauté, the global luxury brand from Shiseido Cosmetics, was founded in 1982 as the ultimate expression of elegance and science. Clé de Peau Beauté means the key to skin’s beauty. The philosophy of the brand is to unlock the power of a woman’s radiance by harnessing makeup technologies and advanced skincare from around the world. Forever guided by an exquisite aesthetic sensibility and intelligence, Clé de Peau Beauté has instilled its products with modernity, enchantment, and dynamism to emerge as an industry leader in delivering radiance so remarkable, it emanates from within. Available in 13 countries worldwide.

Clé de Peau Beauté Official Website: www.cledepeau-beaute.com

Clé de Peau Beauté Official Instagram: [instagram.com/cledepeaubeaute](https://www.instagram.com/cledepeaubeaute)

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Notes to Editors

About Felicity Jones, Global Ambassador of Clé de Peau Beauté:

Felicity Jones is the global ambassador for luxury skincare and cosmetics brand Clé de Peau Beauté. Born and raised in the UK, Jones started her acting career as a young child while continuing to pursue her education and eventually receiving a degree from Oxford.

Felicity Jones is best known for her Academy Award, BAFTA, SAG and Golden Globe-nominated starring role opposite Eddie Redmayne in James Marsh's *The Theory of Everything* and for her leading role in Disney's box office juggernaut *ROGUE ONE: A Star Wars Story*. She most recently starred as iconic Supreme Court Justice Ruth Bader Ginsburg in Focus Features' *On the Basis of Sex*, directed by Mimi Leder. Next up, she will reteam with Eddie Redmayne in the feature film *The Aeronauts* for Amazon.

About Muzoon Almellehan, Award Recipient of the Power of Radiance Program:

In 2017, at just 19 years of age, education activist, **Muzoon Almellehan** was named the youngest ever UNICEF Goodwill Ambassador and first person with official refugee status to be appointed in the role.

After fleeing the Syrian Civil War in 2013, Muzoon and her family spent three years living in refugee camps in Jordan. Her education campaign started when she was just 14 years old, when she went from tent to tent convincing families that their daughters needed an education.

About Power of Radiance Program Contributors:

Cindi Leive is an American journalist, cultural critic and an activist for women's rights. A distinguished former editor-in-chief of both *Glamour* and *Self*, Leive is the co-producer of several New York Times bestsellers. She is also a senior journalism fellow at the University of Southern California's Annenberg Center.

Leive has won a number of major media awards — including five National Magazine Awards and an Emmy for *Glamour* under her tenure. During her 16 years at *Glamour*, she built barrier-breaking initiatives like Women of the Year (the country's preeminent event showcasing women), #PoweredByWomen (a global movement supporting female photographers), #The51Million (about women and politics) and the nonprofit initiative The Girl Project (to support girls' education).

Naomi Kawase is a Japanese film director known for being the youngest individual to win the Caméra d'Or and the Grand Prix at the highly-regarded Cannes Film Festival, with her feature films *Moe no suzaku* (1997) and *The Mourning Forest* (2007) respectively.

After graduating from the Visual Arts College Osaka in 1989, Kawase began her career as a filmmaker, creating short autobiographical documentaries, such as the internationally-renowned *Embracing* (1992) and *Katatsumori* (1994). Among other honors, she received the Carrosse d'or at the Directors' Fortnight (2009) and was made Chevalier de l'Ordre des Arts et des Lettres by the French Minister of Culture (2015). She was a member of the Jury headed by Steven Spielberg at the 66th Festival de Cannes.

Dedicated to promoting the work of young directors, Kawase founded the International Nara Film Festival in 2010. She has also been appointed to shoot the official film of the Tokyo 2020 Olympics.

Belinda Lee is an award-winning Singaporean television host, actress and motivational speaker. She has been personally involved in children's education through her support of schools for impoverished children, and her contributions to humanitarian work led her to become World Vision's Goodwill Ambassador in 2014.

Belinda is best known for her popular infotainment and current affairs travelogues like *Find Me a Singaporean*, *The Places We Live In*, *Somewhere Out There* and *RenovAID*, a program where she helped to renew, rebuild and revitalize the homes of the poor and needy in Singapore.

Lee is also the author of best-selling book, *Larger than Life: Celebrating The Human Spirit*.