

**NATURA BISSÉ CELEBRATES THE FIRST
CHARITY EDITION OF BEAUTY LOVERS DAY**



This September, the skincare brand partners with the Ricardo Fisas Natura Bissé Foundation and Susan G. Komen® to celebrate the Beauty of Caring.

Since 2014, **Beauty Lovers Day** has been celebrated as Natura Bissé's International Beauty Day. On occasion of this holiday, most of our exclusive spas and retailers around the world dress in red and share festive surprises.

This International Day of Beauty is our way to express gratitude to clients, partners and friends for all their trust and support. It is also a time to focus on our true commitment to care through skincare. A commitment that is present throughout the vast array of moments and phases in a person's life, including the most vulnerable circumstances like experiencing oncology treatment.

This year, Natura Bissé is taking this moment to celebrate the Beauty of Caring by announcing that it is teaming up with The Ricardo Fisas Natura Bissé Foundation, which just launched in the US, and Susan G. Komen, the world's leading nonprofit breast cancer organization, in the fight against breast cancer.

The partnership will raise funds in support of Komen's mission to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. The organizations will partner on an integrated program and ensure the skincare needs of cancer survivors, and those living with the disease, are understood and met in a compassionate and supportive environment. To further celebrate the Beauty of Caring, Natura Bissé has created a limited edition of one of its most iconic collections especially for Beauty Lovers Day. The set will be accompanied by a gift to give that includes a natural ultra-repairing butter—**NB CEUTICAL NOURISHING NATURAL BALM**—and a skincare guide designed by the Ricardo Fisas NB Foundation for those undergoing oncology therapies.



This year, Natura Bissé partners with the Ricardo Fisas Natura Bissé Foundation in the United States and with Susan G. Komen to further give back and ensure the skincare needs of cancer survivors, and those living with the disease, are understood and met.

-Verónica Fisas, CEO Natura Bissé Group

A LIMITED EDITION FOR THE OCCASION



To commemorate this inaugural Charity Edition of Beauty Lovers Day, we have designed an exclusive limited-edition set with The Ricardo Fisas Natura Bissé Foundation to benefit Susan G. Komen, including the moisturizer **DIAMOND COCOON ULTRA RICH CREAM**, designed to repair and strengthen the skin against external aggressions and **DIAMOND COCOON SHEER EYE**, a lightweight eye contour cream with anti-aging ingredients, the perfect ally to strengthen the skin against modern pollution and provide a natural touch of color adaptable to different skin tones.

With the purchase of each limited-edition set from September 1, 2020 to October 31, 2020, a **\$25 donation will be made to Susan G. Komen.**

A GIFT TO GIVE

Natura Bissé developed and formulated the **NB CEUTICAL NOURISHING NATURAL BALM** to give relief to extremely dry skin. This is why the gift to give features the balm—a nourishing butter that hydrates, relieves and soothes everyday skin discomforts, such as dryness, itchiness, irritation and common ailments.

With the purchase of each limited-edition set, receive the balm and a skincare guide created by the Ricardo Fisas Natura Bissé Foundation that is tailored to those undergoing oncology therapies. *While supplies last.





Natura Bissé is a family-owned, luxury skincare company delivering innovative experiences and products that yield transformative results.

Natura Bissé believes that every skin is unique. By fusing pioneering technology with the most delicate human touch, we adapt to differing needs. This professional expertise has led us to receiving the highest level of awards and recognitions globally.

Natura Bissé continues to expand throughout the most distinguished luxury spas and retailers around the world.

Rethinking beauty since 1979.



World's
Best Spa Brand



World's
Best Spa Brand





RICARDO FISAS NATURA BISSÉ FOUNDATION LAUNCHES IN THE UNITED STATES

The Ricardo Fisas Natura Bissé Foundation is launching in the United States by teaming up with family-owned luxury skincare company Natura Bissé and Susan G. Komen, the world's leading nonprofit breast cancer organization, in the fight against breast cancer.

The partnership will raise funds in support of Komen's mission to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and find a cure for breast cancer. The organizations will partner on an integrated program and ensure the skincare needs of cancer survivors, and those living with the disease, are understood and met in a compassionate and supportive environment.

As part of this alliance, Komen and the Ricardo Fisas Natura Bissé Foundation will provide education, training and resources to those undergoing oncology treatments, as well as providers, caregivers and aestheticians. This effort will promote well-being by helping those going through their journey understand and navigate the common physical and subsequent emotional side effects of cancer and cancer treatment.



THE RICARDO FISAS NATURA BISSÉ FOUNDATION

Ricardo Fisas and Gloria Vergés, founders of Natura Bissé, established a private and independent foundation more than a decade ago based on the deep desire to give back and support those who are most vulnerable.

Rooted in family values and corporate responsibility, the Foundation develops and offers skincare education for those undergoing oncology treatments, as well as providers, caregivers and aestheticians.

Beyond education, the Foundation promotes well-being by providing skincare support during and after oncology treatment.

Sharing skincare expertise to enhance well-being.



About Susan G. Komen®

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide.

We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information.

Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures.