

Unilever holds first Beauty with Purpose Showcase in South Africa

Unilever recently held its first Beauty with Purpose Showcase on the African continent in Durban, South Africa. The event featured key industry partners and collaborators who demonstrated how purpose is driven through beauty and personal care brands. It also featured interactive sessions, in which attendees could learn first-hand about Unilever product innovations and its core purpose.



“It was important for us to bring our key industry partners to Durban, the home of Unilever South Africa, to truly immerse them in our purpose, vision for the future, our long-term commitment to sustainability and to showcase how we’re keeping abreast of some of the major trends – not only from a global point of view but also on home ground,” said Tony Mun-Gavin, Unilever South Africa beauty and personal care marketing director.

Proper purpose

“Purpose is central to Unilever’s business approach, since brands with purpose grow, companies with purpose last and people with purpose thrive. But ‘purpose’ doesn’t end with just talk but rather is coupled with change. With that in mind, Unilever’s mission is to be the pioneers of purposeful change, through our brands, our voice and actions.”

The showcase started with a welcome from Mun-Gavin followed by a “Beauty Tuned In” trends session. Dove Masterbrand showcased its latest innovations – the Nourishing Secrets range inspired by beauty rituals from all over the world – while Project #ShowUs was unpacked via a robust panel discussion.



Lifbuoy highlighted the importance of how a simple act of handwashing with soap saves lives and how its partnership with the Department of Basic Education is positively impacting 15,000 schools each year through the national schools hygiene and sanitation programme. Lifbuoy ambassador DJ Zinhle also weighed in on how good hygiene habits are important to her and how she has instilled this in her life.

Sustainable living

To mark Unilever's commitment to ensuring sustainable living becomes more commonplace, the organisation hosted a zero-waste Purpose Dinner. MC and Lux ambassador Jo-Ann Strauss facilitated the dinner, piecing together topics brought to life by various speakers.

The evening included two panel discussions – the first focused on Unilever beauty and personal care sustainability, while the second panel discussion focused on the bright schools programme.



Dove partners with Getty Images and Girlgaze and launches Project #ShowUs

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“It’s only through action, and not just talk, that change happens. We must all take the time to do our part because we can’t do it alone, we have to do it together, and that’s why hosting a showcase of this nature was so important to us,” said Mun-

Gavin.

“It’s not just about our brands, but about what we as a global organisation can do to make real local impact. And we can only achieve this through the continuous and strategic collaboration with partners who share our vision because it’s in acting collectively that we continue to affect change in society.”

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