OneSqin goes live: world's first health & beauty brand to give 100% of profits to empower girls in need

Tuesday 25 April, 2017

OneSqin CIC is a new social enterprise, and the world's first business to donate 100% of profits to charities that get girls in need into life-changing education.

Founded by luxury asset manager Neil Richmond FRSA and former superyacht captain Sinisa Jovic, OneSqin manufactures and sells premium quality, 100% natural skin cream and certified organic cotton tampons.

Their Kickstarter crowdfunding project is live at http://kck.st/2pVGLdc - so starting now, conscious consumers can help lift girls out of poverty, simply by switching brands.

OneSqin brand ambassador, Leyla Hussein, social activist, psychotherapist, founder of Dahlia Project, said:

"I'm proud to support OneSqin. Simply by buying tampons, girls can help girls. Business can do good, and consumers get a great product."

"The odds are stacked against girls who grow up in poverty," said Richmond. "Every three seconds a girl somewhere in the world becomes a child bride. The number one cause of death for girls aged 15-19 is childbirth. And four out of five victims of human trafficking are girls."

OneSqin supports projects that give girls the chance to stay in school, access health services and delay marriage and childbirth, helping them escape the cycle of poverty and shape a brighter future.

"Neil and I both worked in the luxury sector," Jovic said. "Now we want to put something back. To make change easy, we chose products that many women use regularly. They're very high quality, with pure, natural ingredients and no harmful chemicals."

Richmond added: "As consumers, we hold great collective power. We asked ourselves, what if that power was directed toward fighting inequality - what if the purchase of premium-quality products could help correct the balance? What if people could make a real difference, just by buying the things they need?"

OneSqin is a UK registered Community Interest Company, a certified member of Social Enterprise UK and is supported by the Thomson Reuters Foundation and the Royal Society of Arts (RSA). All work to get the brand up and running has been provided by volunteers.

OneSqin products are available to order online, worldwide. Anyone can head to http://kck.st/2pVGLdc right now, and help this movement take off.

OneSqin currently supports pupils at the SEGA Girls School in Tanzania through the charity Nurturing Minds http://nurturingmindsinafrica.org/

Contact:

Neil Richmond FRSA

neil.richmond@onesqin.org

+44 203 637 647 1

www.onesqin.org

Media:



Related Sectors:

Business & Finance :: Charities & non-profits :: Children & Teenagers :: Education & Human Resources :: Environment & Nature :: Health :: Media & Marketing :: Opinion Article :: Retail & Fashion :: Women & Beauty ::

Related Keywords:

OneSqin :: Crowdfunding :: Kickstarter :: Social Enterprise :: Philanthropy :: Startup :: Education :: Charity :: Organic :: Girls :: Women's Rights :: Tampons :: Cosmetics ::

Scan Me:

Company Contact:

_

OneSqin C.I.C.

T. 02036376471
E. neil.richmond@onesqin.org
W. https://www.onesqin.org

View Online

Additional Assets:
https://onesqin.org/mediakit/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.onesqin.pressat.co.uk