

# OneSqn is world's first health and beauty brand to give 100 percent of its profits to empower girls in need

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LONDON

OneSqn CIC (<http://www.onesqn.org/>) is a new social enterprise, and the **world's first** business to donate **100 percent** of profits to charities helping get girls in need into life-changing education.

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

"The odds are always 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."

OneSqn 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. "We did well, and now we want to put something back. We wanted to make change easy, so 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 women could help other women just by buying the things they need?"

OneSqn CIC 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.

OneSqn products will launch via a Kickstarter crowdfunding campaign in April. Organic cotton tampons will be sold online, by subscription and on demand in the UK and the USA. 100% natural, all-purpose skin cream will be sold online worldwide. Early adopters can register online now at [www.OneSqn.org](http://www.OneSqn.org) and win free products as a thank you for helping the social enterprise to launch.

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

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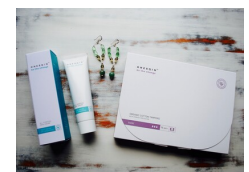
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