



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Launches Anti-Bullying Campaign in Partnership with Urban Decay Cosmetics

Palo Alto, USA, September 9, 2021 - The Cybersmile Foundation and Urban Decay Cosmetics are launching “Online Bullying Hurts IRL,” a global initiative that pledges to bring deeper awareness to the personal toll of online bullying and promote digital wellbeing.

The Cybersmile Foundation, one of the world’s leading anti-cyberbullying nonprofit organizations and a multi-award-winning nonprofit organization committed to promoting kindness, diversity and inclusion online, will be working closely with Urban Decay to guide and educate the brand’s consumers, fans and corporate community across the brand’s website and social channels over the next three years.

The core of this global initiative is to recognize the very tangible and negative impacts that result from both seemingly innocent teasing to very severe, obvious bullying. The Cybersmile Foundation and Urban Decay Cosmetics are striving to help make the Internet and social media a space that is safe for all, educating its consumers, fans and employees to recognize the signs, responsibly intervene and positively change the conversation.

As part of the campaign, The Cybersmile Foundation and Urban Decay Cosmetics will be partnering with select influencers to share personal stories of their experiences with online bullying. Fans and followers will be encouraged to comment a heart emoji on these posts to show their support. For each heart shared on the brand's Instagram post, Urban Decay Cosmetics will donate \$1 to the The Cybersmile Foundation to support its mission, up to a \$150,000 donation through September 24th.

“It is within the core DNA of Urban Decay Cosmetics that we celebrate what makes us unique, challenging the social norms of beauty. We encourage beauty to be real, unexpected, and most importantly, a tool for unleashing our most authentic selves. Everyone should have the equal

right to enjoy a connected world where we feel free and safe to express our individuality,” says Global President of L’Oréal Luxe Brands, Cheryl Vitali.

In an Urban Decay survey of over 1,000 respondents based in the United States, 55% have noted they’ve felt afraid to express who they are because of the fear of online bullying. Additionally, 76% of those who shared they’ve experienced online bullying noted the harassment was targeted based on their appearance.

“We can tackle cyberbullying and celebrate the uniqueness and individuality within each of us. We are a brand that has always championed what makes us different, and we want to encourage that no one should diminish what makes them beautifully different in the face of a bully,” says Urban Decay Cosmetics Founding Partner Wende Zomnir.

“Cybersmile is proud and excited to partner with Urban Decay Cosmetics to tackle the growing problem of cyberbullying and online abuse on a global level. This partnership will enable us to positively impact huge numbers of people with hope, education and support for a wide range of issues affecting people online. We look forward to working together to highlight that we can all be changemakers in some capacity while empowering people to deal with cyberbullying effectively and confidently as an intended target and bystander,” says Scott Freeman, CEO of Cybersmile.

Throughout the 3-year partnership, The Cybersmile Foundation and Urban Decay Cosmetics will work closely to develop education resources for important issues including cyberbullying, mental health and digital wellbeing – all designed to ensure the brand’s community is always a welcoming, inclusive and safe space.

ABOUT URBAN DECAY COSMETICS

Urban Decay Cosmetics appeals to those who relish their individuality and embrace what makes them different. We have challenged the industry’s definition of beauty since 1996, when we disrupted the sea of pink dominating makeup counters everywhere. From our all-encompassing, cruelty-free range of bold and velvety eyeshadows—which include our bestselling Naked palettes—to our award-winning eye pencils, budge-proof mascaras, and cult-status makeup setting sprays, our version of “pretty” has always been pretty different beauty.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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The Cybersmile Foundation is an international nonprofit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No. 1147576).