

GARNIER

PROUDLY SUPPORTS



just like us
THE LGBT+ YOUNG PEOPLE'S CHARITY

With PRIDE month almost here, we wanted to take a moment to share more about Garnier's long-term commitment to support the LGBT+ community and its partnership with pioneering charity, **Just Like Us**.



REMOVE YOUR MAKE-UP, CELEBRATE YOUR PRIDE



Garnier is on a mission to celebrate all skin, inclusive of all races, genders, ages & sexual orientations. Over the past few months, we've been on a journey to learn more about specific issues the LGBT+ community faces.

We want to help our Garnier community understand how to start having the right conversations to learn how to be a supportive ally to LGBT+ individuals and ensure the members of the community feel supported and heard.

Garnier has teamed up with Just Like Us, an initiative that works to support schools and empower young people within the LGBT+ community nationwide to support School Diversity Week, the UK-wide celebration of LGBT+ equality for young people.



“School Diversity Week is needed now more than ever, as LGBT+ young people are subjected to more and more messaging that invalidates who they are. Garnier’s support will help us show young people that being LGBT+ is something to be proud of.”

**AMY ASHENDEN, INTERIM CEO, JUST LIKE US,
THE LGBT+YOUNG PEOPLE’S CHARITY**

IN 2023, GARNIER WILL BE DONATING £50,000* THROUGH SALES OF OUR LIMITED EDITION MICELLAR WATER TO SUPPORT SCHOOL DIVERSITY WEEK

As the UK's #1 skincare product** our beloved Micellar water has long been a cult favourite of the LGBT+ community. As a make-up remover and cleanser suitable for **ALL** skin types, Garnier Micellar is the perfect product to help individuals embrace the art of self-expression - make up or no make up, and celebrate their skin.

“I am absolutely thrilled that Just Like Us is partnering with Garnier, and so grateful that their support will help us make sure schools UK-wide can celebrate School Diversity Week. Garnier is a household name, and their micellar cleansing water is an iconic product found in homes all over the country.”

**AMY ASHENDEN, INTERIM CEO OF
JUST LIKE US**

*10p from every Limited Edition Micellar Water (400ml) sold, up to a maximum of £50,000, will be donated to Just Like Us (Charity number: 1165194).
** Verify at: www.garnier.co.uk/terms/number1





WHAT GARNIER HAS LEARNT

We've learnt that growing up LGBT+ is still unacceptably tough. While the UK has seen many legal changes to LGBT+ marriage and parenthood over the past 20 years, not many of the policies have directly impacted young people.

Unfortunately, 91% of LGBT+ young people have heard negative language about being LGBT+ in the past year

LGBT+ pupils are still twice as likely to be bullied compared their non-LGBT+ peers

LGBT+ young people are twice as likely to have depression, as well as to be lonely and worry about their mental health on a daily basis.

However, pupils in schools with strong positive messaging about being LGBT+ have drastically improved well-being and feel safer - regardless of whether they are LGBT+ or not.

That's where Just Like Us come in....





HOW JUST LIKE US WORKS

Founded in 2016, Just Like Us work with schools across the UK to ensure that LGBT+ young people feel safe and supported.

They have created **3 programmes** to help make this ambition a reality:

School Diversity Week: the annual, UK-wide celebration of LGBT+ equality in primary schools, secondary schools and colleges.

An **Ambassador Programme:** which trains and supports LGBT+ young people aged 18-25 to speak in schools, get a mentor and more.

Student-led Pride Groups: set up as a lunchtime or after school club that provides a safe place for LGBT+ and ally young people to meet, learn and get support.

With Garnier's support, this year's School Diversity Week will be the biggest-ever celebration of LGBT+ inclusion across the UK- with over 5,700 schools participating!





How to be an active ally



Garnier has worked with our brand advocates & **We Create Space**, an intersectional queer led community, to create some guidance on how individuals can become more supportive LGBT+ allies in their daily lives.

What is an ally?

Someone who actively supports the rights of a minority or marginalised community without being a member of it. This includes the LGBT+ Community. Anyone can be an ally, and it's important we all help each other, no matter who we are and where we come from!

When might someone need an ally?

Members of marginalised communities need allies in everyday life, not just when they are in vulnerable situations. Vulnerability could look like verbal, psychological or physical abuse - or it may simply be when someone receives a negative comment that validates stigma, prejudice, or discrimination. It could be passed off as "a joke", but if it makes you feel awkward and is made at the expense of someone else it's more likely to be a microaggression.

As an active ally, take initiative and reach out to offer your support even when things seem good, not just in moments of crisis. Allies lift people up, celebrate others, and fundamentally share their power.





6 Tips for Being an Effective Ally to the LGBT+ Community

1. Educate Yourself: Take the time to learn about the issues facing the LGBT+ community:

Read books, watch documentaries, and attend events (in-person/virtual), to deepen your understanding of the experiences and struggles of LGBT+ individuals. Understanding the nuances of identity and expression is key to being an informed ally.

2. Use Inclusive Language:

Language has a powerful impact on how we perceive ourselves and others. Avoid using derogatory slurs and instead use gender-neutral language, such as “partner” or “they/them” pronouns. Be mindful of how you address others and ask for their preferred pronouns. You can find a comprehensive Queer Allyship Lexicon, which provides guidance on inclusive language, check it out [here](#).

3. Support LGBT+-Owned Businesses:

One way to show your support is to shop at businesses that are owned by members of the LGBT+ community. You can also attend events or donate to LGBT+ organizations and charities.

4. Speak Up:

If you hear someone making offensive or derogatory comments about LGBT+ individuals, don't be silent. Speak up and let them know that their language or behaviour is unacceptable. Use this as an opportunity to educate them and challenge their beliefs.

5. Amplify LGBT+ Voices:

Share the stories and experiences of LGBT+ individuals on your social media and other platforms. By sharing their voices, you can help to raise awareness and visibility for the community.

6. Practice Self-Education: Keep learning about the experiences and challenges of LGBT+ individuals:

As an ally, it's important to constantly educate yourself and stay informed about issues that affect the community. We Create Space's Resource Library offers a wealth of information, articles written by the LGBT+ community, videos from our webinars and panels, to help you deepen your understanding.



By being an active ally, you can make a positive impact on the lives of LGBT+ individuals.

Remember, allyship is a journey and there will be mistakes along the way. The most important thing is to keep listening and learning from the community, and to keep taking action to support and empower them.

Allyship is about more than just individual actions - it can lead to systemic change and make a real difference in people's lives.

By continuing to educate ourselves and take action to support the LGBT+ community, we can create a more inclusive and equitable world for ALL.



At Garnier, we know that Pride is 365 days a year. We're committed to making a positive change by starting conversations that create more supportive allies and safer spaces for the LGBT+ community. We know that there will always be more we can do.

We plan to share our journey with our Garnier community through regular updates.

A HUGE THANK YOU TO OUR PARTNERS



WE CREATE SPACE

Founders Makers

