

# Sleek MakeUP launches My face. My rules. campaign to tackle makeup shaming.

Submitted by: Brandnation Integrated Ltd

Tuesday, 31 October 2017

---

Survey shows 75% of people think women look better with no or less makeup.

Sleek MakeUP is launching a new global campaign with the aim of tackling makeup shaming. The campaign, My face. My rules. has been created to positively recognise and stand up for everyone's right to define their individual beauty, without boundaries. My face. My rules. is a celebration of individualism and uniqueness, with a true love for makeup at its core. The campaign stars Sleek MakeUP's own consumers, the majority of whom were cast via social media, and showcases their incredible skills and amazing responses to the judgement they face in the world.

To highlight these issues, Sleek MakeUP has joined forces with Ditch The Label, an international anti-bullying charity providing online support and empowering young people to overcome bullying, to commission a makeup shaming survey and the results are in: Over a quarter of those surveyed, have felt judged for wearing makeup.

"We hope that this research will contribute to the growing discussion against makeup shaming and will bring us a step closer to our vision of a world that is fair, equal and free from all types of bullying." Liam Hackett, Founder & Chief Executive Officer of Ditch The Label.

Alongside the launch of this boundary-breaking campaign, Sleek MakeUP has released their My face. My rules. manifesto – with the aim of driving the conversation around representation of makeup lovers in the beauty industry:

1. We will be truly representative of all makeup junkies, especially those often ignored in the beauty industry
2. We will stand up to makeup shaming and support our consumers in their passion for makeup
3. We will continue to showcase our consumers and their amazing looks and skills in our campaigns, in the way they want to be seen
4. We will be brave and bold in challenging beauty industry norms

Founded over 25 years ago to cater for those often ignored by the mainstream beauty industry, Sleek MakeUP, has always been a brand with diversity and individuality at its core. This campaign is the culmination of everything we've been passionate about as a brand for the last 25 years.

To view the full campaign video, visit this link: Campaign Video (<http://bit.ly/2xf86gg>)

To hear our consumer's thoughts on makeup shaming, visit this link: Consumer thoughts (<http://bit.ly/2h9L1Wq>)

To read the full Ditch The Label report, visit this link: Report (<http://bit.ly/2x85QrH>)

For cast interviews, survey stats or further information please contact: [nathalie@brandnation.co.uk](mailto:nathalie@brandnation.co.uk) /

0207 940 7177