

# Corporate Partnerships, Contributions, and New Ideas ...

## CHANTECAILLE



SYLVIE CHANTECAILLE OLIVIA CHANTECAILLE ALEX CHANTECAILLE SPECIAL OFFER Video News Flash

### Chantecaille

The Extraordinary Alliance of Nature and Science

CHANTECAILLE is the preeminent luxury brand for serious skincare and beautifying cosmetics known for its uniquely high concentration of natural botanicals. The line stands out for the extensive research and technological innovation invested in each ground-breaking formula. It is also distinguished by the exceptional purity of its ingredients, which are endowed with a potent life force capable of nourishing and revitalizing the skin, the body and the spirit.

CHANTECAILLE focuses its attention on inflammation, which is scientifically recognized as the main cause of aging. The healing properties of its plant-based formulas reduce the aging effect of inflammation on the different layers of the skin, often penetrating below the surface with innovative nano-technology.

CHANTECAILLE employs advanced technologies alongside centuries-old traditions in skin Biotechnology, Chinese medicine, aromatherapy and European flower pharmacology. All contribute to the company's proprietary blend of natural elements and scientific rigor. It offers extraordinary results to modern women who demand high-performance, health-enhancing products that are both efficient and effective.

CHANTECAILLE makeup is renowned for its natural look, particularly the translucent for that have revolutionized the way women use coverage. The color collection, also imbued with skin-friendly natural ingredients and botanical antioxidants, always complements current interpreting each season's important hues, textures and finishes.

CHANTECAILLE is also the name of the New York-based family behind this brand. French matriarch, founded the company with a small line of fragrances after more than three decades as a senior-level executive in the beauty industry. Together with daughter brand's creative director, she developed the cosmetics line. Husband Olivier and she are now also vital parts of the company. Together they bring a dedication to enhancing and a consuming passion for quality, purity and form.

CHANTECAILLE has always sought to raise awareness for important environmental concerns. It's an integral part of the brand and a way to give back to the bountiful nature that serves as its muse. Chantecaille's intimate relationship with women has been instrumental in establishing a platform for sharing these ideas and for providing opportunities for greater involvement in global



**WHY DO GOOD WHEN YOU CAN DO GREAT**

As a founding sponsor of the Thurgood Marshall College Fund since 1987, MillerCoors has helped raise over **\$100 million in scholarships**. This year, Miller Lite is partnering with local retailers and you. For every t-shirt you redeem, they'll make a donation to the TMCF. Visit Miller Lite on Facebook to learn more and see how you, too, can help inspire greatness.

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Karen Eckert, Ph.D.  
WIDECAST  
Executive Director

2011 Annual Meeting

# C H A N T E C A I L L E

SPECIAL OFFER

Video News Flash

## NEW PRODUCTS

- Nano Gold Energizing Trio
- Protection Naturelle SPF 46 PA +++
- Hydra Chic Lipstick
- Biodynamic Lifting Neck Cream
- Les Macarons Face Palette
- Les Délices de Roses / Lip Palette
- Tiger in the Wild Palette
- Lip Chic
- Faux Cils Mascara
- Nano Gold Firming Treatment
- Biodynamic Lifting Set



## PRODUCT DETAILS

### Sea Turtle Palette

### Sea Turtles in Danger

Sea Turtles define all that is **ancient and magical** about our blue planet and yet they are endangered and struggling for survival their numbers severely reduced from historical levels. Persistent **over-exploitation**, especially of adult females on nesting beaches, and the widespread collection of eggs are largely responsible for the **depleted status of Caribbean** species. In addition to this harvesting, the turtles are **accidentally captured** in active abandoned fishing gear, **resulting in deaths** to tens of thousands of turtles annually. Coral reef and seagrass degradation, oil spills, chemical waste, persistent plastic and other marine debris, high density coastal development, and an increase in ocean-based tourism have **damaged or eliminated nesting beaches** and feeding areas.

Chantecaille is partnering with Dr. Karen Eckert of **WIDECAST**, who is focused on saving sea turtles in the waters of the **Caribbean Sea**, including Caribbean islands nations and in Central and South America. Please **join us** in supporting the conservation efforts of this **unique organization** ([www.widecast.org](http://www.widecast.org))

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FREE SHIPPING\* with your \$150 order & code APRES ASSISTANCE YOUR ONLINE ACCOUNT SH

DESIGNERS INSITE APPAREL FOR HER CONTEMPORARY SHOES & HANDBAGS JEWELRY & ACCESSORIES BEAUTY

See our complete [Chantecaille](#) collection.



#### Sea Turtle Collection

##### Palettes & Face:

- NEW Sea Turtle Palette

##### Eyes:

- Le Stylo Eyeliner in Black
- Faux Cils Mascara in Viola

##### Lips:

- Hydra Chic Lipstick in NEW Canna, Astra, or Willow
- Model is wearing NEW Sea Turtle Palette, Le Stylo Eyeliner in Black Mascara in Viola, and Hydra Chic Lipstick in NEW Canna.

[E-mail to a friend](#)

#### Items Available



Chantecaille  
Sea Turtle Palette NM Beauty Award  
Finalist Spring 2011!  
Price: \$79.00  
NMS13\_COV2H  
In Stock

*Saks Fifth Avenue, Bergdorf Goodman, Neiman Marcus*

“I'm having one of those breathless moments, as I stare at the Sea Turtle Palette (\$79) that Chantecaille will introduce for Spring 2011. The limited-edition palette, inspired by the beauty of green sea turtles and their warm, sandy nesting grounds, reflects the fluid ease, billowy freedom, and insouciant chic of vintage Parisian fashion.

Chantecaille will donate 5% of the proceeds from the sale the Sea Turtle Palettes to WIDECAST to help ensure the survival of sea turtles... This unique organization has a vision to realize a future in which sea turtles and humans can co-exist, with the turtles surviving and thriving.

Please check out WIDECAST ([www.widecast.org](http://www.widecast.org)) and join me in applauding Chantecaille for its continued commitment to support marine wildlife, while introducing lust-worthy makeup.”

## Best Things in Beauty

Daily Beauty Blog about Cosmetics, Treatments, Fragrances, and More

MONDAY, DECEMBER 13, 2010

### Chantecaille for Spring 2011 - Sea Turtle Palette and New Hydra Chic Shades



I'm having one of those breathless moments, as I stare at the Sea Turtle Palette (\$79) that Chantecaille will introduce for Spring 2011. The limited-edition palette, inspired by the beauty of green sea turtles and their warm, sandy nesting grounds, reflects the fluid ease, billowy freedom, and insouciant chic of vintage Parisian fashion.

Three eye shades and one cheek shade reflect the golden warmth of new spring neutrals, complemented by a trendy deep, sea-green eye-defining shade. Composed with the finest pearl and pigment particles, the Sea Turtle Palette will create a natural, satin, and sheer veil of color on the skin, leaving us glowing. Chantecaille will donate 5% of the proceeds from the sale the Sea Turtle Palettes to WIDECAST to help ensure the survival of sea turtles (read more below).



To complete your graceful and sophisticated look for spring and beyond, Chantecaille will be introducing three new Hydra Chic (\$30) shades. Hydra Chic is a modern, full-impact lipstick that is hydrating and luminous. Natural extracts of papaya and orchid help to soften the lips, while providing antioxidant and anti-aging protection.



I love the Hydra Chic lipsticks, and from the looks of these photos, I am going to need all three of them! I know I will be delighted with these shades.

- Aster - a bright, vibrant floral pink, not too cool and not too warm, to emphasize and brighten your lips
- Carno - a soft peach shade to warm the face
- Willow - a deep beige, sexy nude

Sea turtles are in danger. They define all that is ancient and magical about our planet, yet they are endangered and struggling for survival. Their numbers have been severely reduced from historical levels. Persistent exploitation, especially of adult females on nesting beaches, and the widespread collection for the depleted status of the Caribbean species. In addition to intentional harvesting, the turtles are accidentally captured in active or abandoned fishing gear, resulting in the deaths of tens of thousands of turtles every year. That makes my heart break. On top of that, coral reef and sea grass degradation, oil spills, chemical waste, plastic and other marine debris, high-density coastal development, and an increase in ocean tourism have damaged or eliminated nesting beaches and



Dear Karen,

The palette has been a tremendous success, actually our best-selling palette ever ! There are some left in some stores, but it's mostly sold out – we sold out on a wholesale level within less than a month!! Aside from the colors of the palette, everyone has responded so positively to the turtle motif.

Have a great meeting, and please kindly share with us some of your findings, we are always so hungry for information.

Tons of love, *Sylvie Chantecaille*



## Chantecaille's Charitable Efforts Using Beauty to Change the World

Due to a deep concern for our endangered environment and the many animals at risk, Chantecaille has always reached out to its customers - through its products and coverage in the press - on these universally relevant issues. A key impetus for creating the company was a strong desire to establish a platform with the power to draw attention to important issues of global sustainability, and to fund a foundation that could support related initiatives. According to founder Sylvie Chantecaille, "Our customers are very intelligent women with the power to make a difference." Chantecaille's special relationship with them has been essential to educating a broader audience and engaging more people in bringing about positive change.



For Spring 2011, Chantecaille is partnering with Dr. Karen Solari of WIDEGAST, who is focused on saving sea turtles in the waters of the Caribbean Sea. WIDEGAST, the Wider Caribbean Sea Turtle Conservation network, is comprised of a network of experts resident in more than 40 Caribbean nations and territories, all working together to realize a future where sea turtles and human communities can live together in balance. With the purchase the Sea Turtle Palette, 5% of proceeds will help WIDEGAST ensure the survival of sea turtles.



In Fall 2010, Chantecaille has created a limited edition palette to celebrate and raise awareness for the disappearance of the wild tigers, an issue that has not yet received the urgent attention needed. Since 1995, the last Year of the Tiger, the population of tigers in the wild has diminished from 5,000 to 3,200. Five percent of the proceeds from the sale of the Holiday 2009 La Tigre Collection and Tiger in the Wild palette benefit TRAFFIC, a wildlife trade monitoring network, to support its courageous efforts in the fight against tiger disappearance.

Les Dauphins, Chantecaille's Spring 2010 initiative in spotlighting the natural beauty of one of the world's most magical creatures—the Dolphins. In our continuing pursuit of building awareness and support for some of the world's most vital environmental causes, Chantecaille is proud to shine a light on a fast-growing global issue: the increasing eradication of the world's dolphins. To bring further support to the dolphin's survival worldwide, Chantecaille gave 5% of Les Dauphins to Giovanni Sartori, who heads up Tethys— A non-profit NGO for the study and the conservation of the marine environment in the Mediterranean.



In Spring 2009, Chantecaille partnered with scientists and conservationists worldwide to focus on the urgent need to preserve the High Seas. Sailing 200 nautical miles off coastlines, the High Seas are owned by no one and therefore wholly unprotected. The High Seas are sacred in so many ways, in part because they are home to billions of plankton that produce close to 50% of our planet's oxygen as well as to ancient sea turtles that have swum the oceans for millions of years, and also to the great Blue Whale, the largest and most majestic animal on Earth. La Baleine Collection highlights the importance and beauty of the Blue Whale, and how it's migratory home - the High Seas - needs immediate protection. A series of Marine Protected Areas, proposed by Chantecaille in a brochure called High Seas Gems: Hidden Treasures of our Blue Earth, was officially launched at the International Union for Conservation of Nature's World Conservation Congress in Barcelona, Spain in October 2008. The project is intended to generate a consensus for creating a series of MPA's within the High Seas by 2012.



Protected Paradise, Chantecaille's Spring 2008 initiative is an ongoing campaign to shed light on our planet's fragile biodiversity. Continuing to focus on the urgent situation of our oceans, this collection calls attention to over-fishing and the destruction of marine habitats, and promotes the establishment of protected zones on the East Coast of the United States.



In 2007, Chantecaille launched La Corail, a special, Jay Strongwater - designed compact. The compact supported the work of Professor Andrew Baker and his Reef of Hope Project that is focused on finding new ways of reversing the effects of pollution, over-fishing and global warming on the world's invaluable coral reefs. These complex ecosystems serve as infrastructures essential for maintaining the integrity of our coastlines.

Sales of Les Papillons for Spring 2008 enabled Chantecaille to contribute more than \$20,000 to The monarch Butterfly Sanctuary/Endeavour. The habitats of this beautiful saffron-colored creature—now on the endangered species list—have been gradually disappearing due to rampant overdevelopment and global warming. A percentage of the proceeds from these unique compacts paid for the replanting of trees in Michoacan, Mexico, to restore the butterfly's precious winter habitat.

Chantecaille has long dedicated itself to fortifying the outside from within, using natural ingredients in its products to organically nurture the body. This sense of balance and reciprocity also helps define the Chantecaille aesthetic, which expresses a deep respect for the extraordinary beauty and richness of nature. The company joins with its customers to have an effect beyond the merely personal, contributing together one innovative beauty product at a time to a better world.

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# Using youth programming to reach coastal properties with a sea turtle conservation message

## “Sun, Sand and Sea Turtles”

*Inspiring Youth through  
Hands-on Learning*



Alicia B. Marin

WIDECAST Technical Report No. 7

2010

*Hugs to WIDECAST Board Member Ray Hobbs for making the connection, and negotiating a partnership with RCI's Caribbean office...*



SEARCH RESULTS

New Search

Filter By

- Region
  - Aruba, Barbados & St. Martin [56]
  - Bahamas [28]
  - Bermuda [2]
  - Cayman Islands & Jamaica [14]
  - Dominican Republic, Turks and Caicos [86]
  - Lesser Antilles [30]
  - Puerto Rico & Virgin Islands [24]
- Vacation Types
- Resort Amenities
- Activity
- RCI Awards
- Check-In Day of the Week
- All-Inclusive
- Distance to Nearest Airport (MI)
- New Resort Photos

List View Map View Search Results By Keyword:

240 Resorts [Login](#) to see current availability.

“Rex Hawksbill would definitely be the best option here. The hotel is on the site of our primary research beach so we already work closely with them and have hosted several workshops there. It's such an exciting prospect! ~ Mykl”

“Sun, Sand and Sea Turtles”  
Inspiring Youth through Hands-on Learning



Alicia B. Marin

WIDECAST Technical Report No. 7

2010



# "Crafts for Conservation"

Project Objectives: To (i) support sustainable livelihoods in coastal communities through **eco-crafting**; (ii) create a **model program**, including materials acquisition and evaluation, for other countries to follow; (iii) facilitate peer-training/exchange to share known knowledge; and (iv) create **international markets**.

**Need: raw materials, funding, markets, partnerships**

ST. KITTS SEA TURTLE MONITORING NETWORK  
FALL 2009 MERCHANDISE CATALOG

ALL GLASS MERCHANDISE PHOTOS TAKEN BY PAUL ORCHARD



Heart bead on leather: 20 US; 54 EC  
Heart bead on silver: 35 US; 96 EC  
Heart earrings on silver: 20 US; 54 EC  
Heart set on silver: 55 US; 148.50 EC

**Featured Product!!**

Each glass bead is made locally from recycled glass. The St. Kitts Sea Turtle Monitoring Network (SKSTMN) is a community based non profit organization. All sales proceeds are used to fund educational projects, field supplies, sea turtle rehabilitation, & salaries for craftsmakers & guides.


- Did you know that discarded glass can last over 1 million years in the environment? In the development of the glass beads for this jewelry only recycled glass is used. This results in a beautiful piece of jewelry and helps to reduce the waste within our environment.
- Each piece of jewelry is unique as they are all made from a different piece of glass and by a different craftsman. Each craftsman has their own style so no 2 beads are alike.
- Did you know that St. Kitts & Nevis still have an open fishing season for turtles? In collaboration with the Global Environmental Facility Small Grants Programme, Ross University School of Veterinary Medicine, and WIDECAST the SKSTMN has offered free training and employment to fishermen interested in producing glass jewelry as an alternative to the sea turtle harvest. So, by purchasing one of our pieces you are not only helping the environment but you are also saving a sea turtle as you are providing a non commensable source of income.

Simple bead necklace on leather:  
Single 15US; 41EC  
Multiple 20US; 54EC

Earrings: 8 US; 22 EC






Unique Handcrafts Benefitting Endangered Sea Turtles and Caribbean Communities



**2011 CATALOG:**  
*"Beach Bottle Beads"*

**WIDECAST**  
Wider Caribbean Sea Turtle Conservation Network


Responsible drinking

Water

Energy and carbon

Packaging

Waste

Enterprise development

Communities

HIV/Aids

Human rights

Transparency and ethics

**Sustainable development**

**Our Ten Priorities**

Ten Priorities, One Future

Making a difference

Our 10 priorities help us make sustainable development part of everything we do.

**Priorities in action**

**'Reality Check in South Africa'**

South African Breweries Ltd  
South Africa

- Energy & carbon: Reducing our energy and carbon footprint.
- Packaging: Packaging, reuse and recycling.
- Waste: Working towards zero-waste operations.
- Communities: Benefiting communities.
- HIV/Aids: Contributing to the reduction of HIV/Aids.
- Human rights: Respecting human rights.

**Sustainable development**

**Our priorities in action**

**Our Priorities Water**

**'Water Futures'**

SABMiller plc  
Global

In November 2009, SABMiller and WWF launched Water Futures, a global partnership for saving water scarcity.

The partnership, which is part funded by Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), acting on behalf of the Federal German Ministry of Economic Cooperation and Development, builds on existing work undertaken by SABMiller and WWF in South Africa, Colombia, Honduras and El Salvador.

The partnership will explore new approaches to water management, particularly developing a robust approach to evaluating water risks throughout SABMiller's value chain and sharing best practice throughout the business a global operations on how to tackle these risks. Work has already begun in Kenya, Tanzania, South Africa and Chile. The partnership will also seek to share the lessons learnt with other stakeholders to promote better management of water across the world.

On the Water Futures partnership, Dr David Tricker, Head of Freshwater Programmes at WWF-UK, says:

"Increasingly, WWF have companies talk about the business risk from water scarcity. These risks are shared with other water users and with ecosystems, and our view is that they can best addressed by stakeholders working together. SABMiller has a similar approach so it was a natural step for WWF to join the partnership in partnership."

We try to find ways in which companies can benefit in moving from business models that are environmentally un sound to approaches which actively promote sustainability. SABMiller is already on this journey with ambitious targets in place to improve its water efficiency. The company along a clear understanding of water issues that only a handful of multinationals have demonstrated.

**Sustainable development**

**Our priorities: Waste**

Working towards zero-waste operations

Zero-waste from our breweries is now becoming a possibility.

Much of our waste can be a valuable resource for farmers and food producers, as well as be a potential energy source. We aim to minimise the amount of waste we send to landfill, so saving money and reducing its environmental impact.

**This priority in action**

**'Getting to zero six years early'**

MillerCoors  
North America

**Sustainable development**

**Case studies**

**Local action**

Our approach to sustainable development is to set out an overall framework but to give our operations the flexibility to implement programmes that best meet their local circumstances.

View the case studies below to see how we implement our 10 sustainable priorities locally.

Hugs to Janice Blumenthal, Cayman Islands, for making our introduction to Miller!



## Dear Karen and WIDECAST –

*I am happy to inform you that we have received all the necessary internal approvals (all the way up to corporate in London) and we can formally move ahead with our plans to partner in the Caribbean this year. We are most pleased that the mission, objectives and structure of WIDECAST align so well with our Caribbean structure, our local and global sustainability efforts, and our corporate objective to give back to the communities in which we do business.*

*On behalf of SABMiller, I am very pleased to announce that we will kick off our effort with a direct contribution of \$10,000 to WIDECAST, and then look forward to activating locally in each of the island nations. Our distributor partners are quite eager to engage with your local affiliates to help drive awareness, community involvement, and local fund-raising efforts. As you know, one of the most exciting faces of this effort will be the 2011-2012 collectible can which will feature one or more of the turtle species.*

*Based on current forecasts on cans alone, that should create about 3.5 million consumer impressions. When we add the PR, in store displays, print, radio, social media etc we anticipate this campaign creating well over 12 million impressions in the first year.*

*I appreciate all of your hard work getting us to this point and am eager to meet with you again after your conference to plan some specific launch activities for this Summer, get going on the can design and start linking your people with our people in country. We are targeting to be ready with regional and local launch plans and make a formal announcement with the media by August 2011. I look forward to sharing some specific activation ideas with you in the next month or so! Best wishes for a great Annual Meeting, wish I could join you!*

**Scott Schaier**  
**Market Development Manager- Caribbean**  
**SABMiller- Americas**  
**6 April 2011**

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~ Markets: 16 islands, mainly USVI, Cayman Islands, Bahamas, St. Maarten ~

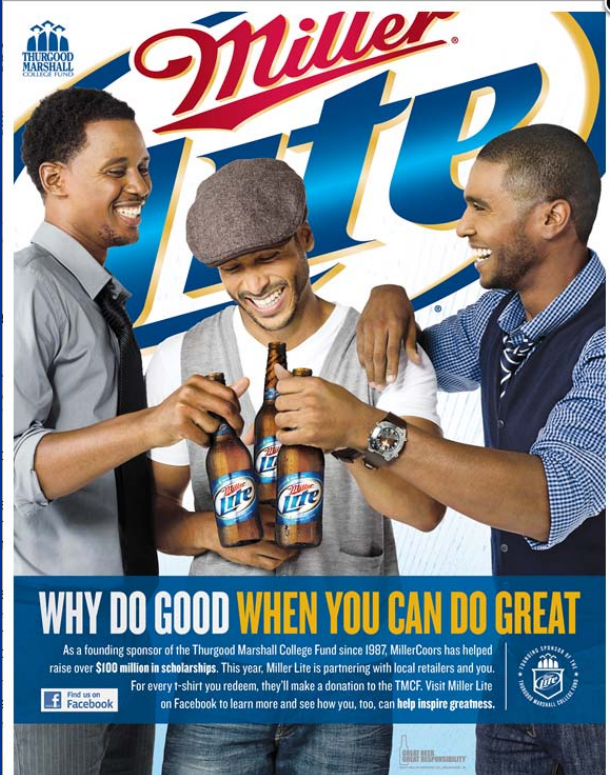
Cash donations, Miller Lite can & themed Lite bottle cap (Dec 2011-Mar 2012), packaging with a message, donation boxes where Miller Beer is sold (e.g. dive/marine shops), local partnerships involving employee action (e.g. beach clean-ups), promotional (e.g. contests, fund-raisers), sponsorships (e.g. field equipment, summer camp), in-kind (e.g. glass), markets (e.g. Beach Bottle Bead jewelry) ...

## Miller Lite Inspires Greatness By Donating Up to \$50,000 to Thurgood Marshall College Fund February 16, 2011

*Miller Lite drinkers know how to "taste greatness," but they might not know their beer of choice has been helping inspire greatness for two decades through its extensive support of the Thurgood Marshall College Fund (TMCF). Now, they can help. By simply texting a unique code found at retail to Miller Lite, legal-drinking-age consumers can get a free, special edition T-shirt and Miller Lite will make a \$1 donation to TMCF for every unique code redeemed.*

*The promotion is the latest in MillerCoors long-running support of the TMCF. The brewer is a founding sponsor of the fund, which was established in 1987, and has helped to raise more than \$100 million in scholarships and other support for historically black colleges and universities.*

An example of what a Miller-WIDECAST promotional campaign might look like – everything will be coordinated through our Country Coordinators in target markets – all to local conservation benefit, e.g. to create new revenue streams!



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Find us on Facebook

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