



Mission Statement

Changing the Face of Beauty is a nonprofit (501(c)3) corporation that is committed to equal representation of all people in advertising and media worldwide. We will achieve this through partnerships with both private and commercial retailers.

Won't you help us educate the future by bringing the message of inclusion in media and advertising to your school or organization? It is time all people are included in the media message and that starts with you.

Investment - \$1,000.00

You can bring this cutting edge message that confirms the power of the media and the impact it has on communities that are not included in it.

Our message is change. Change for the future. You can be that change by practicing inclusion in everything you do. The media message is powerful and it is important to be a part of it.

For a donation of \$1,000 students will be able to participate in a 5 day (1 hour a day) curriculum that will give them hands on experience to a media project. They will have to make decisions that will impact the end result. The goal is to produce a project that is a reflection of the world we live in. Our hope is that schools and organizations will participate in the project and create shareable content for the school and CTFOB. We believe that sharing this content through social channels communicates that the future will be united in the idea of "inclusive advertising".

Impact of This PSA

Changing the perceptions of society starts with our media message. Media and Advertising remain the loudest and largest voice in the world and capturing a portion of that for the disability community will have an astounding impact on the future of people living with disabilities. How can employers hire people they are not familiar with? How can individuals live independently without the opportunity for employment? How can society become familiar with the disability community, if they are not seen in the media?

All these questions lead to one answer. Advertising.

Your participation in this program will help change the perceptions and ignite the future for all of us. Being seen is important and we are confident the next generation will without a doubt understand its impact and make it happen.

Did You Know?

70% of AAPD (American Association of People with Disabilities) members say they are more likely to buy from retailers that support them.

People with disabilities are one of the largest minorities in the world yet remain virtually invisible in the media. There are approximately **125 million companies** in the world yet only a handful of companies represent this minority in their advertising.

A Little About Us...

Committed over 100 companies globally to include models with a disability in their advertising in 2015.

Produced a number of photography shoots educating retailers on what their products look like on models with and without disabilities when pictured together.

Partnered with Tori Spellings clothing line "Little Maven" and collaborated on an inclusive holiday look book featuring children of all abilities.

Appeared on the Today Show segment "Beauty Is" in 2014 talking about our mission to see more inclusion of models of all abilities in our every day advertising.

Helped to put the first women with Down syndrome on the runway at New York Fashion Week 2015.

Created a viral "Back to School" photo shoot in 2014 that reminded the advertising community that children of ALL abilities are returning to school yet are not reflected in the back to school advertising.

As Seen On:



Our Diamond Sponsor:

Matilda Jane Clothing