

The Jed Foundation Teams With Benefit Cosmetics To Launch Inner Beauty Challenge

Written by Australian Business

NEW YORK, Jan. 13, 2014 /PRNewswire/ -- The Jed Foundation's Love is Louder movement and Benefit Cosmetics announced today the launch of the Inner Beauty Challenge, a weeklong campaign that helps girls and women kick off 2014 with a focus on what really matters – feeling empowered, confident and connected.

Beginning today and running through Sunday, January 19, participants will be given simple tasks to help them laugh, love and live loud. The challenges will focus on activities like posting positive messages on social media, performing random acts of kindness, making gratitude lists, and working off stress by laughing or dancing.

"The Inner Beauty Challenge is a great example of how small actions can have a big impact on our own emotional health and the people around us," said Jillian Niesley, The Jed Foundation Program Director. "We are excited to collaborate with Benefit Cosmetics to empower women, and encourage sharing positive messages and actions."

Watch the promotional video for the campaign at <http://www.youtube.com/watch?v=YB7dbl8bnCY>

Get involved at www.innerbeautychallenge.com .

About Love Is Louder:

The Love is Louder movement is a project of The Jed Foundation to help people and

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communities feel more connected, supported and empowered. Since the movement was launched in 2013 with co-founder Brittany Snow and MTV, people from around the world have come together to amplify the message that love and support are louder than any internal or external voice that brings us down. Love is Louder helps individuals, communities, schools and organizations launch programs, clubs and events that tackle issues like bullying, negative self-image, discrimination, loneliness and depression. Join the movement at www.loveislouder.com

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About Benefit Cosmetics:

Benefit Cosmetics is the San Francisco-based makeup brand that believes laughter is the best cosmetic. Known for fun, instant beauty solutions, Benefit provides women with a playful, interactive experience that is truly unique, bold & girly. The action-packed beauty brand has swept the world with one-of-a-kind cult products like Benetint, Dr. Feelgood, They're Real mascara & the POREfessional. Benefit is one of the fastest growing prestige beauty brands in the business with over 4000 counters in 40 countries. Famous for Brows, Benefit has been arching, waxing & filling brows for over 35 years. With over 1000 Brow Bars & Boutiques worldwide, the brand has become the brow authority where girls in-the-know get brows on-the-go! Benefit is part of the world's leading luxury products group, *Louis Vuitton Moet Hennessy*

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www.benefitcosmetics.com

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SOURCE The Jed Foundation