

COSNOVA
BEAUTY

SAYS NO!

TO VIOLENCE
AGAINST WOMEN



The reigning featherweight world champion is raising awareness for domestic violence

cosnova says NO: Professional boxer Nina Meinke supports prevention campaign to stop violence against women

Sulzbach, 22 October 2024 - Every four minutes, a woman in Germany experiences violence at the hands of her partner or ex-partner*. With the awareness campaign "cosnova says NO - united to end violence against women", the cosmetics company cosnova is once again taking a stand against gender-based violence this year. The high-profile information initiative, which is taking place for the second year in a row, will be launched on 25 November, the *International Day for the Elimination of Violence against Women*, and will run through the 16 UN Women's Orange Days until 10 December, *International Human Rights Day*. The campaign includes a content hub and numerous activations on the corporate channels of cosnova and its essence and Catrice brand channels, including influencer partnerships and community initiatives such as a self-defence course. This year's communication activities focus on the topic of "violence prevention".

"cosnova says NO" is supported by the newly crowned IBF featherweight world champion, Nina Meinke. Boxing has given the 31-year-old professional athlete confidence and taught her how to assert herself. Her ring name is "The Brave". "I have often observed that martial arts give women a lot of self-confidence. Not only because they learn techniques for self-defence, but also because it improves their body awareness and body tension, which can discourage potential perpetrators before they act," Meinke explains. She is happy to use her courage and strength to stand up for others. As an ambassador for the campaign, the successful boxer wants to encourage those affected by domestic violence and show them that they are not alone. She also wants to help ensure that domestic violence is no longer a taboo subject and that victims can seek help openly and without shame.

The second celebrity ambassador for the cosnova initiative is the activist, musician, entrepreneur and co-founder of #dienächste (#thenextone), Sarah Bora. A survivor of domestic violence herself, she has been a vocal campaigner on the issue for many years and shares her own experiences.

"With "cosnova says NO", we want to help establish violence against women as a social problem in public discourse," explains Astrid Haury, Senior Manager Corporate Responsibility at cosnova. "Our channels have a wide reach, and we primarily address young female target groups - which is precisely where we see our responsibility. We want to educate, raise awareness and give those affected a voice. Together with Nina Meinke, Sarah Bora and experienced partners such as the Zonta Union and the Frauenhauskoordination (Women's Shelter Association), we are actively working to ensure that women can look forward to an equal and violence-free future."

Prevention is the key to tackling gender-based violence

The company wants to make an active contribution to social change regarding gender-based violence. For cosnova, violence prevention is one of the key levers to ensure that girls and women are better protected against physical or psychological abuse. In the long term, the number of victims can only be reduced if there are fewer perpetrators. Violence comes in many forms,

and the family-owned company wants to raise awareness among its target groups so that they can recognise the warning signs in dangerous situations or relationships at an early stage. As part of the campaign, cosnova is also advocating female empowerment and equality in relationships and in society.

cosnova donates 120,000 Euros for victims and violence prevention projects

Last year, cosnova donated 100,000 Euros as part of the campaign. The company is increasing this year's donation to 120,000 Euros, with the majority going to a fund set up by Frauenhauskoordinierung e.V., a network of women's shelters. The association uses the money to support women who cannot afford the often very expensive stay in a women's shelter. Since the fund was set up in 2023, around 50,000 Euros (as of the end of September 2024) has already been used. The money has allowed women all over Germany to find protection from their violent partners in women's shelters. This support is urgently needed, as Sibylle Schreiber, Managing Director of Frauenhauskoordinierung e.V., knows: "Protection from violence in the home should be a matter of course in Germany – for every woman, regardless of age, background or income. But the reality is that many women and their children who experience violence seek help in vain. They often have to pay for their own protection in a women's shelter. But safety should not be a question of wealth! The cosnova fund is making an invaluable contribution to ensuring that *all* women who have the courage to leave their violent partners have the chance of safety and a new beginning."

In addition, the Union of German Zonta Clubs will receive 20,000 Euros. This NGO has been a partner from the very beginning and is committed to ending violence against women and girls worldwide. cosnova's initiative is based on the "Zonta says NO" model. The money donated will be used for violence prevention projects that Zonta clubs from all over Germany can apply for in an internal call for proposals. Up to five projects will be supported with the total amount of the donation. "To protect women from violence in the long term, something fundamental has to change in our society," states Bettina Weiguny, President of the Zonta Club Bad Soden-Kronberg. "We need to educate children from an early age, we need violence prevention, and we need a different understanding of masculinity. The commitment of cosnova is exemplary. We are delighted to be working together to promote projects that focus on violence prevention. We would also like to encourage other companies to support the "Zonta says No" initiative and take a stand against violence."

cosnova's donation comes from the sales of orange nail polishes in the standard essence and Catrice ranges: Inspired by UN Women's "Orange Days", which take a stand against gender-based violence, the company established orange nails as a symbol of solidarity in 2023 and picks up on this theme in its campaign motifs, for example.



Nina Meinke
Professional boxer
and IBF world
champion

Sarah Bora
Activist and founder
of the #dienächste
initiative

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About the cosnova Group

Headquartered in Germany, cosnova Beauty sells the decorative cosmetics brands essence and Catrice in around 90 countries worldwide. The owner-managed company expects net sales of almost 1 billion Euros in 2024.

In parallel to its beauty business, the cosnova Group invests in a wide range of companies and assets to take advantage of synergies in the beauty segment and in the form of independent investments. cosnova has grown rapidly since it was founded more than 20 years ago: Around 900 employees at various locations around the world contribute to the company's success story.

*Source: UN Women Germany 2023 ([Gewalt gegen Frauen in Deutschland 2023 - UN Women Deutschland](#))