



**Brazil**Foundation

## **Farmacy and BrazilFoundation Team up to Support Fundação Lar Feliz Daycare in Bahia, Brazil**

*A portion of Farmacy's new product "Very Cherry Bright" sales will be donated to the daycare*

New York  
July 31, 2019

To celebrate the launch of its new VERY CHERRY BRIGHT 15% clean vitamin C serum, Farmacy will donate a portion of proceeds to support the local community from which it sources its acerola cherry, a key ingredient in its new serum. In partnership with **Brazil**Foundation, Farmacy will donate up to US\$ 25,000 to Fundação Lar Feliz (Happy Home Foundation), a children's foundation in Northeastern Brazil. Fundação Lar Feliz has been a grantee partner of **Brazil**Foundation since 2014.

For every Very Cherry Bright serum purchased, Farmacy will donate US\$ 1 to Fundação Lar Feliz (up to US\$ 15,000). Funds will help provide children and youth five full meals a day and educational programming. To encourage its consumers, partners, and community to get involved, Farmacy will donate an additional US\$ 10 per post, per person (up to US\$ 10,000) for each Instagram post generating awareness for this cause with #CherryBrightFuture and @farmacybeauty in the caption. The campaign runs through the end of 2019.

The product is available only in the U.S. and Canada at Sephora stores, online at [www.sephora.com](http://www.sephora.com), as well as at <https://www.farmacybeauty.com/products/very-cherry-bright-15-vitamin-c-serum>.

### **About Farmacy**

Farmacy is a revolutionary clean, cruelty-free line of farm-to-skin products. The brand represents natural at a new level—unlocking the full power of natural ingredients with cutting-edge science to develop clean, thoughtful formulas. Farmacy explores local farms around the world in pursuit of unique ingredients, recently partnering with an organic farm in Northeastern Brazil for their Very Cherry Bright product. Farmacy also supports causes committed to broadening access to fresh, quality produce to combat child hunger and malnutrition.

### **About BrazilFoundation**

**Brazil**Foundation is a non-profit created in New York in 2000 that mobilizes resources for ideas and actions that transform Brazil. It works with local leaders, organizations and a global network of supporters to promote equality, social justice and economic opportunity for all Brazilians. In 18 years, the Foundation has raised over US\$40 million and supported over 600 social organizations in 26 states in Brazil. **Brazil**Foundation also serves as a philanthropic bridge between donors and social organizations promoting impact in Brazil.

### **About Fundação Lar Feliz**

Fundação Lar Feliz (Happy Home Foundation), founded in 1998, provides comprehensive care for families and children from 0 to 12 years of age from a community in Juazeiro, Bahia, a region marked by considerable poverty and high rates of violence, malnutrition, child abuse and sexual exploitation. The organization aims to promote healthy, happy children by providing them five meals a day, medical, dental and psychological care, as well as sports, education and cultural activities. The organization also works with the children's families, offering them workshops and professional training courses to generate income.

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