

EarthShare is proud to have developed and partnered with EcoTools on the interactive philanthropy program we [launched together in 2011](#) that has helped the company engage their customers and [Give Back!](#)

*Now called the “Living Beautifully” project, you can continue to support EarthShare member charities like The Nature Conservancy and the World Wildlife Fund through this voter driven donation program.*

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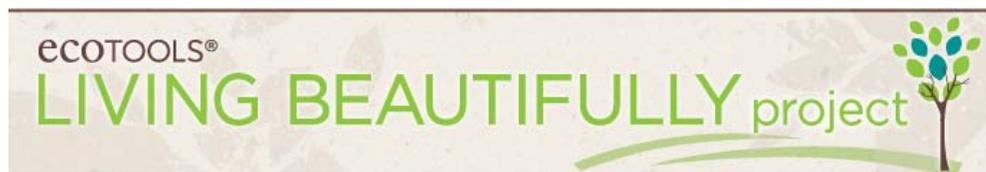
## Natural Beauties Love Blue: Living Beautifully and Clicktivism

June 25th, 2013

EcoTools®, a leader in eco-conscious personal care products, asks their customers to help guide the ways in which it gives back to the planet. By leveraging its extremely engaged audience, EcoTools has successfully rallied their community around a number of important environmental causes.

Beginning June 24<sup>th</sup>, EcoTools will run its 3<sup>rd</sup> annual giving campaign, “EcoTools Gives Back,” asking its social community to vote for three nonprofit organizations who will receive portions of the annual donation. Participating organizations include The Nature Conservancy, World Wildlife Fund and Look Good, Feel Better. The three organizations, exhibit EcoTools’ values of beauty, going green and giving back. The first and second runner up will also be rewarded.

Since 2007, EcoTools has supported many organizations globally whose mission is to make the world a healthier (and more beautiful) place to live. This year, EcoTools is excited to launch The EcoTools Living Beautifully Project. This will allow EcoTools to give back to organizations and efforts that directly support our goals and initiatives, representing a blend of green living and beauty.



Living Beautifully is the EcoTools mantra. The entire collection of cosmetic accessories and bath and body products features innovative, earth-friendly, animal cruelty-free materials. The brand recently updated its design and now uses greener-than-ever materials and packaging, such as recycled aluminum and recycled plastic netting, bamboo and cruelty-free bristles. The packaging now includes a reusable eco pouch free of phthalates and PVC and uses 80 percent post-consumer recycled paper manufactured using renewable wind energy. With EcoTools there's an opportunity to get gorgeous and give back at the same time. Cast your vote here by July 5<sup>th</sup>.

In 2012, EcoTools successfully engaged its network in a similar way. The "EcoTools Gives Back" campaign asked consumers to choose between:

- [The Jane Goodall Institute](#) –protects the world's wildlife, specifically the chimpanzee population, while conserving habitats and raising awareness (53% of the votes)
- [The Conservation Fund](#) – protect America's outdoors and strives to build both a healthy environment and a healthy economy (26% of the votes)
- [Ocean Conservancy](#) – keeps oceans clean and free of pollution, while working to keep the coast clear by stopping trash before it reaches the coastline (21% of the votes)

Between July 2 and July 31, 2012, an amazing **101,179 total votes were cast**. Each organization received a donation corresponding to the percentage of votes received.

"Looking beautiful and living beautifully is what EcoTools® is all about," said Stacey Ramstedt, EcoTools Senior Brand Manager, "We were thrilled to see our fans embrace that philosophy with such a high level of participation. By voting, they are directly supporting these organizations and helping to keep our planet beautiful."

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