



SECOND ANNUAL

Beauty Justice

CONFERENCE

Sponsorship Package



Beyond the Beauty Aisle: From Consumer Choices to
Community Change—Justice Begins With Us.

JOIN US ON APRIL 20TH, 2026 FOR OUR 2ND ANNUAL BEAUTY JUSTICE CONFERENCE!
WWW.BWWLA.ORG | FOR MORE INFORMATION: MADISON@BWWLA.COM



BLACK WOMEN
FOR WELLNESS



BEAUTY
JUSTICE

ABOUT US



OUR MISSION

Black Women For Wellness is committed to the health and well-being of Black women and girls through health education, empowerment and advocacy.



ABOUT BWW

Black Women for Wellness is a multigenerational, grassroots organization serving thousands across South Los Angeles. Founded in 1997, our mission is to advance the health and well-being of Black women and girls through education, empowerment, and advocacy across eight departments and 12 programs, including environmental justice, breast health, youth empowerment, food justice, civic engagement, maternal and infant health, and more. You can learn more about our organizational work [here](#), and our beauty justice work [here](#).

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BEAUTY JUSTICE PROGRAM



OUR MISSION

Black Women for Wellness' Beauty Justice Initiative is dedicated to:

- Protecting the health of Black women and girls in the beauty industry
- Challenging systemic inequities and regulating harmful chemicals
- Educating communities on toxic exposure risks
- Empowering informed beauty choices
- Driving policy change and awareness for a safer, more equitable beauty landscape

WHO WE SERVE

- Black women and girls in Los Angeles
- Beauty industry professionals
- Families and broader community members through public education events, resources, and policy advocacy



Through our Beauty Justice program, we have educated over 10,000 people. As a grassroots organization, we primarily serve the people of South Los Angeles, yet our impact reaches across California and extends through national partnerships in New York, New Jersey, Washington, and beyond.

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- **Policy Wins:** After years of advocacy, Johnson & Johnson announced it will stop selling asbestos-contaminated talc baby powder globally, a campaign to which our Beauty Justice Initiative contributed. ([learn more here](#))
- **Research Engagement:** Through our partnership with the [Taking Stock Study](#) we recruited and engaged two cohorts of approximately 40 Black women per cohort in a six-month intervention program involving a safer product inventory, and safer swaps, measured through logs, surveys, biomonitoring samples, and interviews.
- **Publications:** Black Women for Wellness has co-authored beauty justice reports and research papers, such as
 - [You Have The Right to Know about Clean Beauty](#)
 - [EXPOSED: Ingredients in Salon Products and Salon Worker Health and Safety](#)
 - [Examining the Role of Self-Reported Product Selection Strategies in Shifting Chemical Exposures Among Black Women and Latinas](#)

OUR REACH

- Cumulative social media followers: **302,017** - Instagram, Facebook, Threads, Bluesky and Youtube
- Newsletter/email list : **16,850** subscribers
- Over **200** registrants to our inaugural 2025 Beauty Justice Conference
- **150** events held/hosted annually





ABOUT THE CONFERENCE



While the clean beauty movement is growing, access to safe products remains unequal. Black women and girls face disproportionate exposure to harmful chemicals in personal care products, resulting in higher rates of reproductive and breast cancers. This reality makes our mission for beauty justice urgent and necessary.



Our annual beauty justice conference serves as a space to educate, advocate, and develop solutions to these health inequities, propelling us forward in establishing healthier communities. Our theme this year will explore how beauty, health, and politics intersect in the lives of Black women and communities of color.

This year's theme is **Beyond the Beauty Aisle: From Consumer Choices to Community Change—Justice Begins With Us.**



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BEAUTY
JUSTICE

BECOME A SPONSOR

Our Beauty Justice conference is funded through sponsorship.

By becoming a sponsor you directly impact our programs, workshops, and conference logistics, helping us provide safer beauty options, wellness resources, and educational programming to our participants.

IN-KIND DONATIONS

Black Women for Wellness welcomes in-kind donations of personal care, beauty, and wellness items. These contributions are gifted directly to conference attendees, providing them with access to safer product options. By providing in-kind support, your organization directly contributes to the health, safety, and empowerment of Black women and girls, while gaining visibility and recognition within our community.

FINANCIAL SPONSORSHIP

Please find a complete list of sponsorship opportunities and benefits on the next page.



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Hazel M. Johnson
Presenting Sponsor

\$10,000

Hazel M. Johnson, known as the “Mother of Environmental Justice,” paved the way for the modern environmental justice movement.

- 1 on 1 interview with with communications director
- Sponsor logo on all event materials (in-person and online signage, promotional materials)
- Honorable mention at all in-person and online beauty justice events
- Recognition in press releases and other media materials.
- Social media posts highlighting sponsor support (Instagram and Facebook)
- Vendor table at the Beauty Justice conference
- Logo on step-and-repeat in the main conference room
- Recognition at the podium in the opening ceremony

As a Presenting Sponsor, your organization leads the Beauty Justice movement, supporting key panels and workshops, with catered breakfast and lunch—free for attendees. Your support ensures the event remains accessible, impactful, and rooted in the lived experiences of women and girls of color.



Madam C.J. Walker
Innovation Sponsor

\$5,000

Madam C.J. Walker was a pioneering entrepreneur who empowered Black women through beauty and business.

- Sponsor logo on all event materials (in-person and online signage, promotional materials)
- Honorable mention at all in-person and online Beauty Justice events
- Recognition in press releases and other media materials
- Social media posts highlighting sponsor support (Instagram and Facebook)
- Vendor table at the event

As an innovation sponsor, your support will help to bring in Beauty Justice experts such as chemists, toxicologists, policy experts, and other speakers who will provide valuable information to the attendees.



Dr. Rebecca Lee Crumpler, the first Black woman physician in the U.S., documented health inequities and championed public health for underserved communities.

Dr. Rebecca Lee Crumpler
Health Equity Sponsor

\$2,500

- Sponsor logo on all event materials (in-person and online signage, promotional materials)
- Honorable mention at all in-person and online Beauty Justice events
- Recognition in press releases and other media materials
- Social media post highlighting sponsor support (Instagram and Facebook)

As a Health Equity Sponsor, your support helps fund interactive workshops, health-focused sessions, and resources that highlight systemic inequities in beauty and wellness. This tier directly advances educational opportunities for attendees, equipping them with tools and knowledge to make safer, informed choices for themselves and their communities.



Zora Neale Hurston was a writer, anthropologist, and filmmaker who documented racial struggles and Black cultural traditions, preserving stories and practices of the early 20th-century American South.

Zora Neale Hurston
Cultural Legacy Sponsor

\$500

- Sponsor logo on all event materials (in-person and online signage, promotional materials)
- Social media post highlighting sponsor support (Instagram and Facebook)

This entry-level sponsorship is ideal for local businesses, smaller organizations, and individual advocates that wish to support the cause of Beauty Justice and health equity with the Black community. As a grassroots ally,



**Custom
Sponsorship
Packages
Available**





OUR PROJECTS

Taking Stock Study

Beauty products are an understudied source of breast cancer risk for Black women. The *Taking Stock Study* is a community driven study examining the health impacts of beauty products marketed to Black women. BWWLA is a key partner in the study. We assist with outreach, engage participants, and ensure that Black women's voices shape the research.



Curls and Conversations

Curls & Conversations is a community dialogue series that creates safe, supportive spaces for Black women and girls to discuss hair, health, culture, and beauty norms.



Conversations with a Chemist

Conversations with a Chemist is part of our ongoing monthly series featuring Black women in STEM who share their expertise and insights on beauty justice.

Our goal is to make beauty science accessible and culturally relevant, inspiring women and girls to make informed and safer beauty choices, led by Black scientists, toxicologists, chemists, environmentalists, and other STEM fields.



Skin-Lightening Workshops

Our Skin-Lightening workshops empowers Black women, girls, and communities of color to understand the health risks of skin-lightening products and the impact of colorism. Participants learn safer, culturally rooted alternatives and become certified Beauty Justice Ambassadors, equipped to educate their communities and promote wellness.

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OUR PROJECTS

OHIP Project in partnership with UCLA/EPA

Black Women for Wellness is a key partner in the *Promoting Environmental Justice in Nail and Hair Salons in California through Safer and More Sustainable Products* grant project. This project aims to improve the health of Black hair salon workers and owners by reducing chemical exposures and promoting safer and more sustainable products. The project is a collaboration between the UCLA Labor Occupational Safety and Health (LOSH) Program, the California Healthy Nail Salon Collaborative, and Black Women for Wellness. Through this project, we host monthly person Salon Session mixers, created a virtual four-part training series, conducted direct outreach to Black salon owners and stylists, and developed the “Behind the Chair” educational campaign.

Quarterly Beauty Justice Newsletter

Our quarterly Beauty Justice Newsletter highlights the latest hot topics, policy updates, internal and community events for Beauty Justice-- both locally and globally. Our goal is to share actionable information and resources to empower Black women to make informed and safer beauty choices.

Keep in Touch Breast Health Program

The *Keep in Touch* program educates Black women and their allies about all things breast health. *Keep in Touch* was created to address the concerning breast cancer mortality rates among Black women in Los Angeles, and to empower the community with information and support. We host monthly meetings where we highlight breast cancer resources, cultivate community support, and a feature keynote speaker who shares their insights on varying topics in breast health, relevant to Black women.



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Thank You

WE LOOK FORWARD TO HAVING YOU JOIN US
FOR OUR 2ND ANNUAL BEAUTY JUSTICE
CONFERENCE!

APRIL 20, 2026

AT THE CALIFORNIA ENDOWMENT

FOR MORE INFORMATION PLEASE REACH OUT TO:
MADISON BECKETT, MADISON@BWWLA.COM



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