



For immediate release
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PRESS RELEASE

Global Shea Alliance welcomes support of Jergens® Skincare

August 6, 2013 – The Global Shea Alliance welcomed the support of the Jergens® brand today as the brand announced a strategic partnership with the Alliance.

“Increasing awareness about shea is critical to improving the livelihoods of the millions of women in Africa who participate in this industry,” said Salima Makama, president of the Global Shea Alliance. “We are very happy to have the support of Jergens® Skincare.”

“Jergens® Skincare is excited to support the Global Shea Alliance in the work it does to improve and empower the more than 16 million women involved in Shea production in Africa,” said Lisa McClinton, Jergens® Skincare Brand Manager. “Shea is a critical means of support for women in Africa and we’re proud to celebrate their radiance through our line of Shea Butter moisturizers.”

The Alliance, which is supported by the United States Agency for International Development, will leverage the support from Jergens® Skincare to continue its efforts to help women sheanut collectors. Since 2012, the Alliance has trained more than 10,000 rural women on sheanut quality. The improvements give women more bargaining power when they negotiate prices for the sheanuts they sell. Shea exports have only grown over the last 10 years and more and more shea businesses have started up as a result.

“We are very happy to welcome the support of Jergens® Skincare,” said Joseph Funt, managing director of the Global Shea Alliance. “That support attests to the fact that Jergens® Skincare cares about the livelihoods of women in the shea industry. We’ll use the support to undertake activities that directly impact shea women positively – and we could not do it without this kind of support.”

About the Global Shea Alliance: Founded in 2010 with 54 members, the Global Shea Alliance’s more than 350 members today represent every aspect of the shea value chain in Africa and around the world – from women’s groups to major international sheanut buyers and retail brands.

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