

My Black is
Beautiful



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A Message From The My Black is Beautiful Team

In 2008, Procter & Gamble created the My Black is Beautiful program to celebrate African-American beauty inside and out and to encourage black women to define their own beauty standard. This program has fueled a national movement that celebrates, inspires and expresses the true essence of African-American women. The integrated, multi-brand initiative is supported by Crest[®], Pantene[®], CoverGirl[®] Queen Collection, Olay[®], Always[®] and Secret[®].

We are honored to be at the forefront of this movement to help foster P&G's commitment to connecting, honoring and celebrating the beauty of the African-American woman.

In the past two years, we have witnessed phenomenal success with this initiative through our My Black is Beautiful Web site, TV show, contests, tour and LIVE! events — not to mention the social growth that has garnered us over 100,000 organic fans over the past year on Facebook[®]!

We hope you are inspired by our movement and walk away understanding that beauty and self-confidence are intrinsically linked. And that together, we serve as the catalyst to ignite positive change.

Special thanks to the participating brands, as well as our core team: Multicultural Brand Manager Kisha Mitchell Williams, Assistant Multicultural Brand Manager Pamela Rhett and all of our agency partners. Their commitment and tireless passion for My Black is Beautiful is an integral part of our continued growth and success.

Let the journey continue!

A handwritten signature in black ink, appearing to read "Maurice", written in a cursive style.

Maurice Coffey
Associate Marketing Director
U.S. Brand Operations &
Multi-Brand Commercial Innovations

Manifesto

From the color of my skin, to the texture of my hair, to the length of
my strands, to the breadth of my smile,

To the stride of my gait, to the span of my arms, to the depth of my
bosom, to the curve of my hips, to the glow of my skin,

My Black is Beautiful.

It cannot be denied. It will not be contained. And only I will define it.

For when I look in my mirror, my very soul cries out,

My Black is Beautiful.

And so today, I speak it out loud, unabashedly, I declare it anew,

My Black is Beautiful.

Whether celebrated, imitated, exploited or denigrated,

Whether natural from inside or skillfully applied,

My Black is Beautiful.

To my daughters, my sisters, my nieces, my cousins, my colleagues
and my friends,

I speak for us all when I say again,

My Black is
Beautiful



express

TV Show

Actress/TV personality Alesha Renee, actress/comedian Kim Coles and actress/TV personality Vanessa Williams just completed Season 3 of our iconic television series honoring the strong voices of African-American women on BET and Centric Television. Topics included everything from fashion, finances, health to inner and outer beauty.



BET★

The set of the My Black is Beautiful TV Show



Alesha Renee



Kim Coles



Vanessa Williams



Actress/TV personality Alesha Renee and rapper Chamillionaire



Rap pioneer MC Lyte with actress Tasha Smith



Images and behind-the-scenes footage from Season 2 of the My Black is Beautiful TV Show



R&B star Leela James



Makeup artist Sam Fine



Actress Bern Nadette Stanis

Articles and Tips

Enjoy inspiring stories, beauty tips and helpful information to bring out your beautiful.



*Break Out
Your Beauty for
Summer*



*A New You: Make 2011
a Year to Remember*



*The Colder, the Better — Discover
Winter's Hottest Trends in Makeup*



*Get Inspired: What Makes You
Feel Beautiful?*

P&GbrandSAMPLER

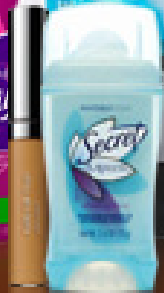
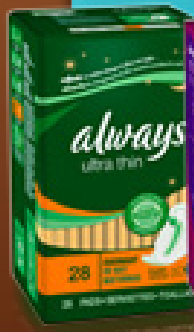
*Get exclusive coupon savings and samples on some of
your favorite beauty brands from My Black is Beautiful.*

Hello, Pamela your
P&G brand**SAMPLER**[®]
personalized sampling so

Your
P&G brand**SAMPLER**[®]
request has arrived

*My Black is
Beautiful*

Celebrating the well-being and
beauty of black women everywhere.



Social Growth

“Like” My Black is Beautiful on Facebook to stay on top of our upcoming events, True Beauty Stories, and latest tips and contests. Join us and become a fan of our movement!

My Black is Beautiful



Join the Movement

www.MyBlackIsBeautiful.com

Add to My Page's Favorites

Subscribe via SMS

Information

Founded: By Beautiful African-American Women

About: My Black is Beautiful celebrates the beauty of every African-American woman. Join the movement, and learn more at www.MyBlackIsBeautiful.com.

2 Friends Like This



Valerie Christopher Kelly Augustin

103,140 People Like This



Wall Info Discussions

Share: Post

Write something...

My Black is Beautiful + Others Just My Black is Beautiful Just Others



Andrea Butler My Black is Beautiful too!
17 hours ago · Like · Comment

Andrea Butler likes this.

Write a comment...



Faseyi Narcisse Greetings! VOTE FOR ME! (Faseyi in Brooklyn, NY) I am one of the contestants in the My Black is Beautiful theme song contest :-). Thanks!
Yesterday at 5:13pm · Like · Comment

Andrea Butler likes this.

Write a comment...



Kimberly Twyman Rice I absolutely love this show. My two girls, the oldest is 15 & the other is 4, makes my black beautiful. I look at them & see my heritage past, present, & future. I am a queen & my girls are my princesses. My Black Is TIMELESS!!!
Yesterday at 3:00pm via iPhone · Like · Comment



Eugenia Mitchell Vote for me!!!!!!
Yesterday at 1:36pm · Like · Comment

Eugenia Mitchell likes this.

Write a comment...



Rebekeah Abiola Thomas It is sad how you hardly see nubian sista in music video's anymore , being 17 years old age it makes me think black is not beautiful. We need more aspiring sista's like Indie arie ericka badu to aspire us that just because we ain't Caramel it doesn't mean he don't have it going on. It just means we are closer ...
See More
Yesterday at 12:13pm · Like · Comment

Kimberly Twyman Rice likes this.

Write a comment...



My Black is Beautiful Last Chance to Vote! If you love My Black is Beautiful, don't miss your chance to help us determine what could be our next theme song.



Theme Song Contest - Cast Your Vote Now
www.myblackisbeautiful.com

Yesterday at 12:06pm · Like · Comment · Share

35 people like this.

Write a comment...



My Black is Beautiful ime is running out! Don't miss your chance to vote to help us determine what could be our next theme song.
Theme Song Contest - Cast Your Vote Now

We are over 100,000 fans strong and growing!

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National Publications

*My Black is Beautiful has been featured in
numerous print publications since its 2008 launch.*



EBONY[®]

Featured in the "My Home Made Beautiful" insert in the March 2011 issue of "EBONY"

My Black is Beautiful

My Black is Beautiful Days

This letter is to express sincere and heart-felt thanks to our partners and colleagues who support the *My Black is Beautiful* movement and the over 270,000 beautiful women of color who came out to celebrate and support the *My Black is Beautiful Beauty and Wellness Tour*, hosted in Charlotte, Atlanta, Chicago and at the Essence Music Festival in New Orleans this year. It is because of you that the *My Black is Beautiful Tour* was a huge success!

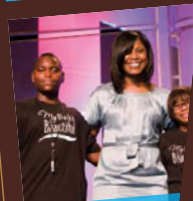
You came out in droves to share uplifting stories and dialogues about African-American beauty with other women, and you had the opportunity to try many of Procter & Gamble's beauty and wellness brands sponsoring the events: Always, Clairol Beautiful Collection, Cover Girl Queen, Crest, Pantene, Olay, and Tampax. Turnout and response in Atlanta and New Orleans was so great that the cities of Atlanta and New Orleans issued a *My Black is Beautiful Day* proclamation! Wow! On top of this, in partnership with BET Networks we introduced *My Black is Beautiful* to African-American women nationwide in a premier, four-part, *My Black is Beautiful* TV series, featuring host Tasha Smith. We've had an amazing year!

My Black is Beautiful launched in 2007 when research revealed that 71% of African-American women felt under-served in media. It's ground-breaking and powerful because it embraces African-American women and publicly celebrates our color differences and unique beauty. Although a recent State of Black Beauty study reveals African-American women are optimistic about the impact Michele Obama will have on perceptions of beauty, we know that deep-seated beliefs requires the collective efforts of all of us. We haven't done so already, we hope you will join the *My Black is Beautiful* movement and get the conversation started with us. Visit us at www.MyBlackIsBeautiful.com to get the guide, submit your personal True Beauty story, and watch our TV highlights. Be sure to come back for our tour next summer.

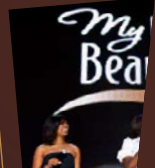
My Black is Beautiful Tour Highlights at the 2009 ESSENCE Music Festival®



The My Black is Beautiful Manifesto is presented to Essence President Michele Banks (Right) by P&G Manager Kisha Mitchell Williams (Center) and P&G Director Vince Hudson (Left)



Pamela Rhett (Center) poses with Black is Beautiful contest on stage



Enjoying a My Black P&G's Multicultural M... (left), Kisha Mitchell Williams

The 2009 **My Black is Beautiful Tour** gave women of all ages many reasons to celebrate and feel proud. Here are some highlights—beautiful memories to last a lifetime.



(Left to right) Procter & Gamble's Multicultural Marketing Assistant Brand Manager Pamela Rhett, Atlanta City Councilman, Jim Maddox (District 11) and Procter & Gamble's Multicultural Marketing Brand Manager Kisha Mitchell Williams.

Atlanta City Councilman, **Jim Maddox** (District 11) presents the official proclamation stating May 2, 2009, as "**My Black is Beautiful Day**". Procter & Gamble's Multicultural Marketing Brand Manager **Kisha Mitchell Williams** (Right), and Multicultural Marketing Assistant Brand Manager **Pamela Rhett** (Left), creators of the **My Black is Beautiful** movement, received the honor during the Atlanta **My Black is Beautiful Tour** stop, which drew an attendance of over 5,000 women.

Featured in the October 2009 issue of "ESSENCE" magazine



My Black is Beautiful



Tour attendees loved the gift bags, filled with fabulous product samples.



Songstress, actress and CoverGirl model Queen Latifah graciously signed autographs.



Young girls joined their mothers for the fun and excitement of My Black is Beautiful.



Celebrities and fans enjoy a moment at the My Black is Beautiful Tour with P&G Team.

My Black is Beautiful

Thank You for Your Continued Support

My Black Is Beautiful wants to thank you, the many beautiful women of color who continue to make our movement of celebrating our diverse, collective beauty a huge success! We have had such a phenomenal year since we last spoke. We are excited to announce the launch of the My Black Is Beautiful Facebook page, which as of the writing of this letter, now has over 50,000 fans! We were also proud to bring you the My Black Is Beautiful TV show for its second season on BET Networks, featuring celebrity hosts Tasha Smith, Alesha Renee, Leela James and Kim Co. This season's episodes covered everything from health and wellness, to inner beauty and featured our very own My Black Is Beautiful fashion show and makeover glam squad led by Sam Fine, celebrity makeup artist and My Black Is Beautiful hair stylist. And for the first time, fans in DC, Atlanta and Los Angeles experienced season 2 first-hand, by being part of our live studio audience during our My Black Is Beautiful Live events and were in with the opportunity to try Procter & Gamble beauty and wellness brands sponsoring the event including P Cover Girl, Queen, Olay, Crest, Secret and Clairol Beautiful Collection. Once again, we sponsored the ESSENCÉ Cover Girl Queen, Olay, Crest, Secret and Clairol Beautiful Collection. Once again, we sponsored the ESSENCÉ Music Festival in New Orleans, hosting the *Bronze Goddess Spa* where our supporters received free mini-mo skin consultations and oral screenings. And, lastly, the ultimate honor: Procter & Gamble's hometown of Cincinnati, Ohio declared May 21, 2010, "My Black Is Beautiful Day". What an amazing journey!

And there's more to come. Soon, you'll have a chance to showcase your musical talent with the My Black Is Beautiful theme song contest. This fall, season 3 of the My Black is Beautiful TV show will return to BET and LIV in your city near you. Be sure to keep checking the website, www.myblackisbeautiful.com, for details on these latest news. And most importantly, join us on Facebook to continue sharing your phenomenal stories and inspire others to do the same.

Be Beautiful,



Kisha Mitchell Williams
Multicultural Marketing
Brand Manager



Pamela Rhett
Multicultural Market
Brand Manager



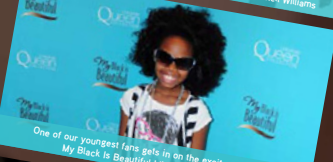
My Black Is Beautiful gives all women of color a reason to celebrate their true beauty. Check out some of this year's highlights.



Procter & Gamble's hometown of Cincinnati, OH presents the team with the official proclamation declaring May 21, 2010 "My Black is Beautiful Day".
L to R: Tasha Smith, Marc Pritchard, Jan-Michelle Lemon Kearney, Beverly Grant, Senator (OH) Eric Kearney, Kisha Mitchell Williams



The hosts of season 2 of My Black is Beautiful are...
L to R: Tasha Smith, Leela James



One of our youngest fans gets in on the excitement at the My Black is Beautiful LIVE event in Atlanta



Make up a: t...



Members of the live studio audience in Los Angeles enjoy a laugh during a taping of season 2



DC fans and host Alesha Renee, get things moving with dance



Dunbar High School join the movement during a Beautiful College Contest hosted on March 9, in DC by Tasha Smith, Tatyana Ali and students at Dunbar High School



Kisha Mitchell Williams, Center, and cast of My Black is Beautiful Season 2 present UNCF's Monica Newman McCluney with P&G donation.

Featured in the September 2010 issue of "ESSENCÉ" magazine

“Take Care of Your Beautiful Self” insert and “Women Behind the Movement” advertorial

November 2010 issue of “ESSENCE” magazine

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What does My Black is Beautiful mean to you?

Meet the powerful women behind the movement that inspires women of color to celebrate their diverse and collective beauty. Hear their stories regarding their journey to discovering their own personal beauty.



Kisha Mitchell-Williams
Brand Manager, Multicultural Marketing at Procter & Gamble

My Black is Beautiful is a celebration, but more boldly, a proclamation that no matter how your unique beauty manifests itself—it is truly beautiful! It is an acknowledgement that despite the sometimes narrow view of beauty—we are in a position to define, declare and affirm our own standard of beauty. *My Black is Beautiful* is full recognition that our experience, both individual and collective, has created a diverse range of qualities, characteristics and attributes that are ALL nothing short of glorious! Growing up, people would often “compliment” me and tell me how beautiful I am, but I was always with a qualifier. Kisha, “You’re so pretty to be...or” “You are so pretty, even though...” And I would always question, “How can I be beautiful if I don’t have the traits of how we typically and narrowly define beauty?” For many of us, we “earn” that the hallmark of beauty is rooted in our hair and complexion. All I can say is, “Thank’s mom” for affirming that you are the reason I am secure, confident and self-assured. Now, no qualifiers, no conditions, no caveats—just beautiful! At last, we have the freedom and ability to express what beautiful means to you to us! Shine on!

“My Black is... Undeniable!”



Pamela L. Rhett
Assistant Brand Manager, Multicultural Marketing at Procter & Gamble

For me, *My Black is Beautiful* means every aspect of me—my heart, my curves, my skin, my smile, my style—is celebrated, is honored, is appreciated, is regarded and is beautiful! Growing up, I didn’t always feel like I was beautiful. I was often teased because I didn’t look like my sisters who have fair skin. As a result, I struggled with feeling beautiful and confident in my own skin. I give credit to my mother for exposing me to images of beautiful black women with a diverse range of beauty styles and attributes in the pages of *ESSENCE* and encouraging me to define beauty and standard narrow definitions that exist in the mainstream. Today, my wish for young girls and women is the same wish I have for my three nieces, that *My Black is Beautiful* enables them to feel confident and empowered to pursue and achieve all their dreams. You are unique, strong, brilliant and beautiful—you’re all THAT!

“My Black is... Courageous!”



ADVERTISEMENT



Esi Eggleston Bracey
VP Global Cosmetics

My Black is Beautiful is inspiring to me because it encourages us to unapologetically express the unique beauty we possess. All Black women, it celebrates the full range of our beauty—from brown eyes, blue eyes, wide hips, narrow, straight hair or kinky, caramel skin or ebony. While growing up, I thought my appearance was fairly average. I was known as the “short girl”—not the “pretty girl.” Black then, it was all about long hair and light eyes and I didn’t have either nor did I feel like there was anything special about my look. And then one day, I had an awakening. I just decided to “do me.” I threw the confidence to listen to my own compass and act upon it, makes me feel beautiful and this sense of security has affected my sense of fashion and style. There is no need to conform to a beauty standard imposed by society. We are all blessed with unique talents and beauty.

“My Black is... All Me!”



Beverly Grant
Vice President of Customer Business Development

My Black is Beautiful is an affirmation for me that the simple essence of who we are as Black women is beautiful. It is a beauty that cannot be defined by one standard because it is so diverse and unique. As I reflect upon my personal journey to not only embrace, but truly celebrate my own personal beauty, I remember how challenging it was along the way. According to societal standards, my hips were a little too wide, my laugh a little too loud and my skin a little too dark. Fortunately for me, I learned early on that none of these were things that I could change nor were they things that I wanted to change. But instead, I wanted to accentuate these attributes in an expression of who I was—a beautiful Black woman. At this point of self-realization, I truly began to live my life authentically and the doors of opportunity peace and happiness began to open up. I have learned that beauty is something that can only come from within and I love the fact that Black women are learning to express the unique beauty that we possess with such confidence and pride. My dream is for all Black women to understand that they are beautiful—just as they are! We all have something unique and special to offer, something that is much greater and more significant than anything that meets the eye and that is the most beautiful thing of all.



my black
is my pride.

my beautiful
is my confidence.

Always Infinity helps you feel confident, clean and protected. It's made like nothing else, with a material that not only absorbs non-stop for 8 hours, it's also super soft and flexible. You'll be amazed.
Works like magic!
Honor your beauty and inspire others to do the same at myblackisbeautiful.com.



my black
is my quick smile.

my beautiful
is how I keep it healthy.

A healthy, naturally white smile is a beautiful reflection of you. Crest Pro-Health Whitening™ brings out the natural whiteness of your smile by reducing up to 80% of surface stains, and it protects the areas dentists check most. Also try Oral B CrossAction Pro-Health™ toothbrushes.
The confidence behind your smile.

Honor your beauty, and inspire others to do the same at myblackisbeautiful.com.



My Black is Beautiful
Celebrating the well-being and beauty of black women everywhere.

my black
is hair so strong.*

my beautiful
is how I keep it healthy.

For long and relaxed or naturally curly, measure your hair and choose the right care designed for you. Pantene Relaxed & Natural™ has a customized Pro-V science collection for your unique structure, helping to keep the hair you love. ** **Healthy makes it happen.**
*Strength against damage vs. nonconditioning shampoo.
**Healthy makes it happen.
Honor your beauty and inspire others to do the same at myblackisbeautiful.com.

Black is Beautiful
Celebrating the well-being and beauty of black women everywhere.



My Black is Beautiful
print ads are featured
in various national
publications.

2010

Model Search

Hundreds of beautiful black women attended the LIVE! Model Search! We searched in Atlanta, Houston and New York City, but only six finalists prevailed! Join us in welcoming these six fascinating, real women who will represent six of our participating brands — Crest, Pantene, CoverGirl Queen Collection, Olay, Always and Secret — and inspire black women everywhere!





Real women vying to be the next face of My Black is Beautiful

“My Black is
inspiring.”

PANTENE 

22

Keisha Hull of Atlanta, GA

“My Black is confident.”

COVERGIRL
Queen
COLLECTION

23

Tiana Griggs of Atlanta, GA

“My Black is outstanding.”

The Crest logo is displayed within a red circular graphic. The word "Crest" is written in a stylized font, with "Crest" in red and " Crest" in blue, and a white starburst effect behind the letters.

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Sandra Wyckoff of Houston, TX

“My Black
is naturally
divine.”

always


Dominique Alexis Warren of Houston, TX

“My Black is effervescent!”

OLAY®

26

Yvette N. Coleman of Jersey City, NJ



“My Black
is undefinable
strength.”

Secret.

27

Tiffany E. Dixon of Brooklyn, NY

True Beauty Stories

Our inner beauty resonates when we can learn to truly love ourselves. True Beauty Stories give real women an opportunity to share their journey of learning to embrace the thickness of their hair, color of their skin and shape of their body. These stories inspire unique African-American women everywhere to bring out their beautiful!





Angelin T.

“My black is beautiful because I’m able to uplift, inspire and make a difference in the lives of children.”



Aseelah G.

“My black is eczema, my black is big smile, my black is thick hair, my black is beautiful because my black is ALL MINE!”



Faleschia A.

“No, I’m black. And yes, black does look this good!”

Honoring Catalysts in the Community

Celebrate the African-American journey with these groups of people who blaze new trails through their passion and willingness to help others. Their tireless efforts bring out the inner strength, kindness and generosity of our people.



Adrienne Lamar

Adrienne Lamar works tirelessly as the associate director of the Jenesse Center, a nonprofit organization that provides comprehensive services to women and children who are survivors of domestic violence.



Sam Fine

Celebrity makeup artist Sam Fine performs his magic on superstars and supermodels such as Patti LaBelle, Vanessa L. Williams, Halle Berry, Tyra Banks, Iman and Naomi Campbell. Fine's talents took him from a makeup counter in Chicago to being one of the most sought-after makeup artists in the country.



Sessilee Lopez

Supermodel Sessilee Lopez's biggest dream came true when she walked the prestigious Victoria's Secret runway. She encourages young black aspiring models to remember their beauty is more than a pretty face — it's a presence they command.



Byron Lars

Byron Lars is a fashion designer who created his own label in 1991 with a small collection of sportswear that focused on what he referred to as "twisted American classics." His clothing designs inspire aspiring young designers everywhere.

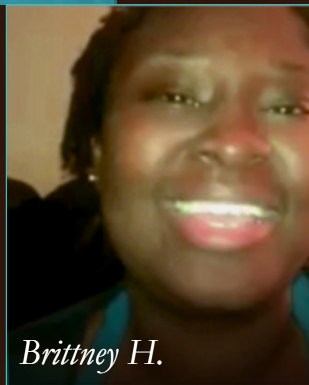


Theme Song Contest

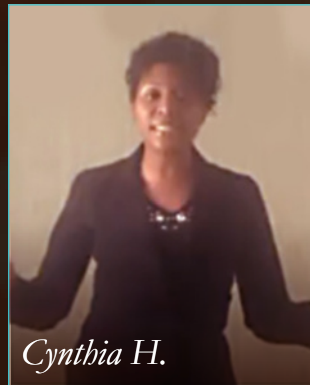
In the quest to find a new theme song for our movement, My Black is Beautiful launched the “My Black is My Voice” Theme Song Contest. Contestants were asked to create an original one-minute video that musically expressed what “My Black is Beautiful” means to them. We received numerous entries, but only one of these 10 finalists became our Grand-Prize Winner. Congratulations to Tara W. — you put your voice to our movement!



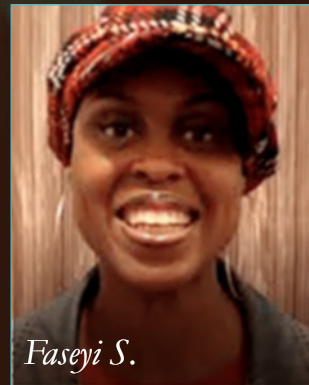
Tiffany W.



Brittney H.



Cynthia H.



Faseyi S.

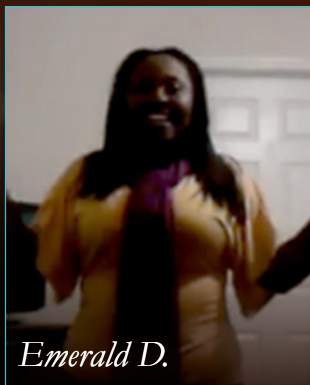


Danielle W.



MY BLACK IS MY VOICE

THEME SONG CONTEST



Emerald D.



Shameka D.

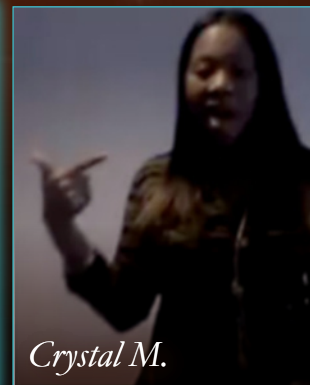


Michelle H.



Grand-Prize Winner

Tara W.



Crystal M.

Tour and LIVE! Events

Celebrate the beauty of African-American women everywhere when you participate in LIVE! events sponsored by My Black is Beautiful. From Chicago to New York, Atlanta, Charlotte, Houston, New Orleans and Los Angeles, there is no limit to our journey!





Procter & Gamble Assistant Multicultural Brand Manager Pamela Rhett (L) and actress/TV personality Tatyana Ali (R) posed with female students from Dunbar High School in Washington, DC, who submitted engaging photographs and illustrations that celebrated the My Black is Beautiful Movement.





Actress/ CoverGirl spokesperson Queen Latifah



Actress/TV personality Tatyana Ali





Celebrities and real women who attended the My Black is Beautiful Tour in Charlotte, NC helped celebrate African-American beauty through live entertainment, makeover/pampering stations and sisterhood.

My Black is Beautiful
LIVE!



Actress Angela Bassett

Civil rights activist
Dr. Dorothy Height,
1912–2010, was one
of the first few African-
American women to
participate at the highest
level of the civil rights
movement. One of her
last speaking engagements
was at an event sponsored
by My Black is Beautiful,
where she imparted advice
to students at the historic
Dunbar High School in
Washington, DC





Everyday African-American women who support the My Black is Beautiful initiative stood in line for a day of pampering at our LIVE! event in Atlanta, GA!



R&B and soul singer-songwriter Eric Roberson





Real women celebrating their beauty through makeovers and skin consultations at our LIVE! events

40



Hip-hop pioneer MC Lyte



Actress Tasha Smith



*My Black is
Beautiful*
LIVE!



*TV relationship expert
Dr. Michelle R. Callahan*



*Reality star and singer/
songwriter Kandi Burruss*



ESSENCE

Music Festival

Join My Black is Beautiful at one of the largest African-American music and culture festivals in the world. Held annually over the Fourth of July weekend in New Orleans, this festival attracts nearly 200,000 of the best-dressed and most fun-loving, talented and celebrated people in the country.



Celebrity makeup artist Sam Fine

2010

Youth Contest

Winners

What makes your black beautiful? These three young writers who won the 2010 My Black is Beautiful Poetry/Rap/Song Contest know! All winners attended the 2010 New Orleans Recreation Department summer camp held during the ESSENCE Music Festival. Each participant had to write about why his or her black is beautiful. We celebrate excerpts from their inspiring entries.



“There is no greater beauty than the beauty of being black.”
— Corey

“Black is my past, present and future.”
— Lan’esa

“My black is beautiful because my black is me.”
— Tyrea’l



Corey



Lan’esa



Tyrea’l



“JONES” Magazine

In celebration of New York Fashion Week and our LIVE! event in New York City, My Black is Beautiful was proud to partner with “JONES” magazine, the premier shopping and lifestyle resource for multicultural women.





P&G Assistant Multicultural Brand Manager Pamela Rhett; Editor – in -Chief of “JONES” magazine, Tracey M. Ferguson; Multicultural Brand Manager Kisha Mitchell Williams; and Publisher of “JONES” magazine, L. Londell McMillan



My Black is Beautiful Day

On May 2, 2009, Atlanta city councilman Jim Maddox (District 11) presented the official proclamation stating May 2 as “My Black is Beautiful Day” in Atlanta.

On May 21, 2010, the mayor of Cincinnati, Mark Mallory, and Ohio state senator Eric Kearney declared May 21 as “My Black is Beautiful Day” in Cincinnati.

Both Proclamations honored the significant contributions Procter & Gamble has made in empowering African-American women to embrace their beauty, health and wellness through its inspiring My Black is Beautiful initiative.





This is Your Legacy ...

*Join the Movement at MyBlackisBeautiful.com and Pass It on ...
Special thanks to all of you for helping to make My Black is
Beautiful the successful program it is today.*

Core Team:

You made it all happen!

**Maurice Coffey
Kisha Mitchell Williams
Pamela Rhett
Lesli Rice
Felisa Insignares
Carlos Taveras**

Agency Partners:

You put the movement into action!

**Possible Worldwide
Burrell Communications
Starcom MediaVest Group
LiquidThread
Footsteps
ALW Ground Zero**

Internal P&G Sponsors:

You gave us support!

**Esi Eggleston Bracy
Beverly Grant
Monica Turner
Vince Hudson**

IN HER WORDS . . .

We are God's most amazing gift. From the lightest of shades to the darkest of hues, we are the reflection of perfection. Skin freckled to the bluest of black. Hair locked, braided, straightened, bald. Our eyes shine like precious gems in all color variations. From the widest of hips and thighs to the slimmest of figures, we leave all that encounter our presence spellbound. Lips as full as the moon or thin as a crescent, our words drip like the sweetest honey. From the smallest package to the tallest drink of water, our beauty is what legends are made of. I am all that she is, a unique contrast of stunning beauty for the entire world to see.

– Burrell Communications

My Black is
Beautiful
