

american spa

Worldwide Wellness: How The Industry Gave Back In 2019

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A number of businesses participated in charitable giving in 2019. // Photo via Getty

Whether it's through charitable giving or fundraising initiatives, many wellness brands have taken to using their various platforms to give back. While philanthropic efforts tend to increase during the holiday season, some brands consistently choose to participate. Here discover several businesses that gave back this year.

In September, ingestible skincare brand [Lycored](#) celebrated the fourth annual Heart + Soil Day, which is part of the company's commitment to cultivating global wellness. This year's event, held in France, celebrated Lycored's European Union team partnering with [The Pothole Gardener](#) and the [French Freerun Family](#) to create hidden gardens throughout Paris.

Deborah Szekely, co-founder of wellness destination [Rancho La Puerta](#) (Tecate, Mexico), wrote an open letter urging people to donate to the Tecate community after devastating wildfires in October. Additionally, Rancho La Puerta maintains a connection

with the local community through partnership with [Fundación La Puerta](#), a foundation that supports environmental, social, and educational projects in the Tecate area.

In addition to developing popular lip products, [Eco Lips](#) also creates sustainability initiatives. These include Iowa's Solar Power Project, the Organic Endurathon, and an annual Earth Day Bike Ride.

This year, skincare brand [Pevonia](#) launched a [campaign](#) supporting [Charity: Water](#), an initiative focused on bringing clean water to 1.6 million people in Uganda in 2019. Through donations, Pevonia funded rehabilitated wells with handpumps for an eastern Ugandan community. Over the next two years, 100 percent of Pevonia donations will go directly to the project site.



Photo courtesy of Wands for Wildlife

[Four Seasons Resort Bali at Jimbaran Bay](#) (Indonesia) partnered with [Su-re.co](#), an organization that confronts climate change through local action. The partnership led to Su-re.co's work with Indonesian coffee farmers, helping them adapt to climate change through clean energy, renewable biogas for roasting beans, and negotiating fair-trade contracts.

As part of Domestic Violence Awareness month in October, [Boom Boom Brow Bar](#) (New York City) participated in an [informational video](#) that provided guidance for spa and salon staff in approaching guests who may be victims of domestic violence.

[Wands for Wildlife](#) gives beauty-lovers the chance to recycle old mascara wands for grooming baby animals. This movement is part of the Appalachian Wildlife Refuge's ongoing efforts to care for injured and orphaned wildlife. By cleaning and donating used mascara wands, you can help give furry friends a second chance at life in the wild.