



For immediate release

April, 2008

African Caribbean organisation wins £10,000 Creme of Nature Community Grant Award

The Colomer Group – manufacturers of Creme of Nature – has awarded the first ever Creme of Nature Community Grant Award to ‘Be Totally You’ based in Lewisham; in support of building community cohesion and social inclusion in the African Caribbean community.

The award which launched in November 2007 received over 50 applications from community organisations nationwide and was put before a panel of judges which included celebrities Antonia Okonma (ITV1 ‘Bad Girls’) and Ellen Thomas (Channel 4 ‘Teachers’).

‘Be Totally You’ which assists marginalised African Caribbean women to become active integrated citizens, will invest the grant into a training scheme for young African Caribbean women in Lewisham who wish to pursue a career in the creative arts, administration or the beauty industry.

The Creme of Nature Community Grant Award in association with Colures Magazine and Voice of Africa Radio has been specifically designed to give African Caribbean community and voluntary organisations, and faith groups, working with women, a chance to make a difference to their local community or environment.

Beverly Ejimofa, Chair of Be Totally You commented: We are thrilled to have received such a prestigious award from a company we have known for many years. We have such a high level of creativity in the community but this rarely translates into high quality opportunities for ordinary folks to access good jobs or business; which contributes to better standards of living for them and their families.

Beverly continues: It has been a long term goal for me to offer training in creative arts and beauty, and through Creme of Natures input many young women will in turn be allowed to develop their own dreams to make a move upwards and onwards!

Nigel McCarthy, General Manager of Europe and Africa – Colomer Professional International commented: Our products have been around for over 50 years and we have established a loyal customer base nationwide through the continuous support of the community; so this award is our way of giving back. We wish ‘Be Totally You’ all the best and support them in their steps to enrich the lives of others and future generations to come.

A cheque of £10,000 was presented to ‘Be Totally You’ at their premises by Nigel McCarthy, General Manager of Europe and Africa – Colomer Professional International, as well as the Creme of Nature Community Grant Award guest panel of judges; who dedicated their time throughout the duration of the campaign to support this positive initiative.

For further information on the Creme of Nature Community Grant Award, visit www.cremeofnature.co.uk

COPY ENDS.

For further information please contact Jessyca on 020 8555 2200 or e-mail jessyca@richvisions.co.uk

Notes to Editor

See next page for photo.

The Colomer Group today can trace its history back to the 1940’s with the establishment of Henry Colomer, and continues to grow through the development of new hair and beauty products designed to fulfil the needs and aspirations of women across the world. One of the most interesting divisions specialises in a range of products specifically for the black hair market. Leading brands have established themselves over many years and include Creme of Nature, African Pride, Herba Rich, Revlon Professional, Revlon Realistic and Lottabody. These brands are supported by a vast range of products that together provide women with styling and maintenance options that are world class.

Colomer Professional International,
22/24 Claremont Road, Surbiton, Surrey KT6 4QU
T: 0208 339 9080 F: 0208 390 9853





For immediate release

April, 2008

African Caribbean organisation wins £10,000 Creme of Nature Community Grant Award

Press Release



Ellen Thomas, Beverly Ejimofe of Be Totally You, Randolph Gray International Educator for The Colomer Group and Antonia Okonma.

