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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Work with dignity and purpose

Thrive Causemetics support inclusive employment for veterans

How a vegan beauty brand helps women veterans – one shimmering highlighter at a time.

LOS ANGELES Oct. 1— Not many people immediately think of a high-end beauty product when they think of military service. Thrive Causemetics is not a run-of-the-mill cosmetic company – it has a purpose. During the month of October, the Bigger Than Beauty™ brand celebrates National Disability Employment Awareness Month in partnership with the Disabled American Veterans by highlighting efforts dedicated to helping women veterans of all abilities thrive after military service.

Thrive Causemetics is a leading direct-to-consumer, vegan, cruelty-free makeup brand with a mission dedicated to improving and empowering the lives of women across the country.

For every product sold, Thrive Causemetics gives an in-kind donation of product or funding to its non-profit partners. In 2020, [Thrive donated products and over \\$6 million to more than 200 nonprofit Giving Partners](#) across the country dedicated to helping women and their communities thrive. Thrive also launched its new \$1 million Thrive Causemetics Covid Relief Fund.

“During another unprecedented year of challenges from the COVID-19 pandemic, we are grateful to honor the sacrifices of women veterans as one of our foundational Four Pillars of Giving.

This month we recognize women overcoming remarkable challenges after military service with our continued partnership with the Disabled American Veterans, by providing opportunities in local communities where people of all abilities can reach their full potential in work and life after service,” said Karissa Bodnar, Thrive Causemetics founder and CEO.



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The theme for this year's [National Disability Employment Awareness Month](#) is "America's Recovery: [Powered by Inclusion.](#)" According to a recent study by the Department of Veteran Affairs, Women veterans are the fastest-growing veteran population, [currently occupying 9.6% of the veteran population with a projected growth rate to 16% of the population by 2040.](#) As Veteran demographics increasingly change, there is a greater need for assistance in this specific population of veterans, including employment opportunities and disability services while they transition to civilian life.

Disabled American Veterans is a nonprofit organization that provides support for all generations of veterans and their families. [With nearly 1,300 chapters in local communities across the country,](#) the nonprofit leads in connecting veterans with meaningful employment. Their mission is dedicated to empowering veterans in leading high-quality lives with respect and dignity.

"Not just on Veterans Day, but every day the DAV supports women veterans in their life after service," said Joy J. Ilem, deputy national legislative director of Disabled American Veterans. "We are proud of our work with Thrive Causemetics and their continued support for this often overlooked and unrecognized group of veterans. This support helps women veterans in local communities gain access to services and employment opportunities during a surge of growing challenges in the labor market, especially during COVID-19."

About Thrive Causemetics: Thrive Causemetics is a privately-owned, women-powered beauty brand that creates vegan, cruelty-free cosmetics to support a giving collective. Through its Bigger Than Beauty™ campaign, every product purchased earns an in-kind donation to help woman thrive. To learn more, visit www.thrivecausemetics.com