



# US nail brand Sally Hansen enlists Chelsea FC striker Eniola Aluko for its women diversity campaign

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US nail brand Sally Hansen has signed Chelsea FC striker Eniola Aluko as its global ambassador for a campaign which tackles stereotypes and encourages female diversity.

As part of the campaign titled 'Self-Made Beauty', a teaser has been rolled out featuring Eniola where she says "In my Shetopia, girls and boys play together."

Other women to feature in the campaign include Angela Benton, founder and CEO of NewME Accelerator, Claire Wasserman, founder Ladies Get Paid and Jaclyn Johnson, founder, Create + Cultivate.

Aluko said of the association: "I'm humbled that someone as inspirational and successful

as Sally Hansen would chose me to feature in the brand's global campaign, especially given the focus is on championing diversity and challenging stereotypes.

"These two topics are very close to my heart and I have always tried to use my own experiences to inspire other women. I have been looking forward to seeing the campaign since we did the shoot in May and hope it connects with women all over the world."

Jeremy Lowenstein, VP of global marketing for Sally Hansen said: "The making of and inspiration for this campaign started three years ago with the search for the brand's namesake. The brand's new platform of "Self-Made Beauty" truly embodies the life and spirit of Sally Hansen, the founder. My hope is that this campaign empowers and inspires even more women to take beauty in their own hands, so that they, too, can create their best selves, them self, every single day."

Misha Sher of Sport and Entertainment at MediaCom who negotiated the partnership added: "Eni's association with Sally Hansen, and this campaign in particular, speaks volumes about what she has achieved and the role model she's become in the process. She is incredibly passionate about inspiring others to reach for the stars and to embrace the challenges that come along the way. The campaign resonated with Eni from the start and Sally Hansen have been terrific to work with."

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