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Ipsy Parent Commits to Diversity and Sustainability Missions

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Ipsy and BoxyCharm parent, BFA (Beauty for All) Industries, is committed to addressing two of beauty's leading missions, self-expression and sustainability. Specifically, over the next three years, the company looks to amplify more than 50 brands from underrepresented communities. Additionally, BFA plans to eliminate 100 percent of virgin plastic waste by the end of 2030.

The company has appointed Sharon Chuter as an advisor to provide guidance, inspiration and accountability towards its self-expression program. Sharon is the Founder & CEO of UOMA, and Founder of the #PullUpforChange initiative.

"When we started IPSY 10 years ago, we set out with a single vision: to democratize beauty," said Marcelo Camberos, BFA Industries Co-founder and CEO. "Together, and with Sharon's unparalleled tenacity and thought leadership, we believe we can enact meaningful change through our brands, our partners, and our communities."

BFA will first focus on amplifying Black, Latinx, and LGBTQ+ brands and communities. Initiatives include investing \$17 million across 20-plus Black-owned brands between IPSY and BoxyCharm in 2021, with plans to include more than 50 brands over the next three years.

"With that, we are committed to building a more diverse workforce and to nurture female leadership. Our short-term goal is to have our employee base reflect penetration of Black and Latinx in overall general population," added Marcelo.

Sharon is excited about the partnership but acknowledges that "it a sad reality that even in light of the Black Lives Matter movement, brands continue to be significantly underfunded. Marcelo and his team at BFA are committed to making changes and I am excited by their willingness to do the work and be held accountable at every stop."

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Initiatives include adhering to the recently launched BFA Clean Standard and The Out List, which looks to eliminate selling and making products using 1,881 ingredients deemed harmful. By the end of 2022, BFA looks to eliminate any products that do not meet The Out List.

“Inclusivity and accessibility are core to our mission of inspiring self-expression and making beauty more welcoming to all,” said Jennifer Goldfarb, BFA Industries Co-Founder and Executive Chairwoman. “Now, more than ever, we have a responsibility to drive foundational change, and we are deeply committed to increasing diversity, equity, and availability through every facet of our work.”

