



Sara Nuru

BLOCKING NOTICE:

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In the Name of L.O.V – Sara Nuru is about to become a brand ambassador

ANOTHER POWER-WOMAN IS GOING TO STRENGTHEN THE „LOVYOURSELF“ MESSAGE

#loveyourself – it's more than just a slogan. Sara lives by it and will be conveying this clear message from October 2017 onwards as the new, additional face of L.O.V. The model with Ethiopian roots is a true power-woman: stylish, charismatic and full of energy. Sara Nuru impresses with her inner as well as her outer beauty and embodies the successful cosmetic brand's multi-faceted, modern image of a woman. L.O.V offers a luxurious range of products with high-class performance full of sensuality and femininity, strength and confidence. It encourages women to love themselves for their individual femininity, beauty, their unique energy and personality. The aim is to overcome conventions and norms

A WOMAN WE L.O.V

Model, TV-host, entrepreneur and activist – Sara is truly multi-talented and feels at home in many different areas of expertise: "I don't like to commit to just one thing. I feel that women are more than able to put the different facets of their personality into practice at the same time and be successful at several things. The most important thing is that they support each other. I am really looking forward to working with L.O.V, because this is the exact message that the brand conveys. And, like most women, I really love make-up," says Sara.

In addition to her radiant good looks, she scores points for her fresh entrepreneurial spirit and social involvement: together with her sister, Sara Nuru started "nuruCoffee", which distributes coffee from Ethiopia, her parents' native country. With her company, she actively supports women in Ethiopia by offering them micro loans for a chance to lead self-determined, independent lives. Her strong charisma and passionate social dedication make Sara an ideal L.O.V brand ambassador for "female empowerment".

As of October 2017, she will be representing the LOVyourself campaign – just like curvy model and body activist Angelina Kirsch. L.O.V and Sara – a strong team with mutual goals: in addition to the planned campaign, the beauty brand will be supporting women's aid projects by "nuruCoffee" with the sale of #LOVyourself t-shirts: L.O.V will donate 5 Euros for every shirt sold.

PERFECT MATCH

modern person. Her high level of commitment towards women and her likeable, passionate manner are a perfect fit for the message that we are trying to convey with "L.O.V yourself". To us, beauty is also based on individuality, courage and strength."

L.O.V, the youngest brand from the house of cosnova, stands for modern femininity and aims to encourage women to express and love all facets of their personality. The beauty brand accompanies women on their journey through life with high-quality, innovative cosmetics products. In 2017, the company launched a female empowerment campaign with Angelina Kirsch as a brand ambassador. Several strong women will be appearing in the campaign in future. #LOVyourself



PRESS CONTACT

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