

GREEN ISSUE #04/2023

BREAKING THE TABOO:

# UNITED TO END VIOLENCE AGAINST WOMEN

The beauty company cosnova reaches millions of women around the world every day with its two brands, essence and Catrice. On 25 November, the International Day for the Elimination of Violence against Women, cosnova is launching its „[cosnova says NO - united to end violence against women](#)“ initiative. It ties in seamlessly with the UN's „16 Days of Activism“, which run until International Human Rights Day on 10 December. cosnova is supported by the non-governmental organisation Union of German Zonta Clubs. The common goal is to take a stand to end violence against women, raise awareness and provide financial support to women in need. The initiative has gained Sarah Bora as an advocate. The musician and entrepreneur experienced violence in her own relationship for a long time. She is committed to empowering other women and is a co-founder of #dienächste.



**SARAH BORA, CO-FOUNDER  
OF #DIENÄCHSTE**



**ASTRID HAURY,  
SENIOR MANAGER  
CORPORATE RESPONSIBILITY  
AT COSNOVA**

## COSNOVA'S INITIATIVE FOCUSES ON VIOLENCE AGAINST WOMEN AND GIRLS. WHY THIS TOPIC IN PARTICULAR?

**Astrid Haury:** At cosnova, we have been committed to the mission to „Make everyone feel more beautiful“ for over 20 years. But before we can feel beautiful, basic human needs such as safety and integrity must be met. That's why we have launched the initiative „cosnova says NO – united to end violence against women“, in partnership with Zonta Germany.

**Sarah Bora:** It is a shocking fact that one in three women experience violence at least once in their lives. It is still far too often stigmatised and there is not enough awareness that it can happen to any woman, regardless of her background, social status or age. That's why it's so important to raise awareness and break the taboo that often surrounds it.

## DID YOU KNOW?



**One in three women in Germany** has experienced violence at least once in her life. That is more than 12 million women.



Every four minutes, a woman experiences **intimate partner violence** in Germany.



In 2021, 6,431 women and 7,572 children **found refuge in a women's shelter**. Demand is much higher. Women have to be turned away again and again because there are not enough places.

COSNOVA  
BEAUTY

**SAYS NO!**

**TO VIOLENCE  
AGAINST WOMEN**

## WHAT IS THE SIGNIFICANCE OF THE COLOUR ORANGE IN RELATION TO THE CAMPAIGN?

**Astrid Haury:** We have chosen this colour because it is in line with the UN Women „Orange the World“ campaign, which has been drawing attention to violence against women since 1991. Orange symbolises a future full of hope and free from violence. We are donating 10 cents from every orange essence or Catrice nail polish sold between January and September 2023. This amounts to a total



of 100,000 Euros, which will be channelled into a fund for women's shelters.

## WHY IS THE DONATION GOING TO WOMEN'S SHELTERS?

**Sarah Bora:** In Germany, a woman experiences violence in a relationship every four minutes. Apart from shame, financial dependence can also be one of the reasons why women often wait a very long time before deciding to leave their partner. Once the decision has been made, things usually have to move quickly. Women's shelters provide support, shelter and security to women in absolute emergency situations.

**Astrid Haury:** What many people don't know is that it costs up to 100 Euros per person per day to stay in a women's shelter – depending on the Federal State and the women's shelter. These costs are covered for women who receive social benefits, but there are also many women who fall through the cracks, such as

students, working women and some refugees. If they cannot afford to pay, they may be turned away from the women's shelter. It is hard to imagine how women feel when they find themselves in such a threatening situation. Our donation goes into a fund that helps these women by funding their stay at the shelter.

## HOW DOES ZONTA SUPPORT COSNOVA HERE?

**Astrid Haury:** Zonta is an important, experienced partner for our initiative and has been committed to putting an end to violence against women for many years. They support us at both a national and an international level to raise awareness about gender-based violence, carry out prevention work and help women who have experienced violence. Our initiative is intended to be a long-term commitment. For 2024, there are already some initial ideas about tackling the topic of prevention.

## HELP FOR THOSE AFFECTED:

The „**Violence against Women Support Hotline**“ offers free, anonymous advice around the clock on 116 016, also online, in 18 languages, without appearing on the phone bill.

Information and a list of women's shelters and counselling centres in Germany can be found at [frauenhauskoordination.de](https://www.frauenhauskoordination.de)

It is also possible to discreetly ask for help from the public, for example with the „**Signal for help**“. You open the palm of your hand, place your thumb in it and fold the other fingers over it.



## WHAT CAN FRIENDS AND RELATIVES DO WHEN THEY REALISE THAT SOMEONE CLOSE TO THEM IS AFFECTED?

**Sarah Bora:** Above all, it is important to show empathy and a willingness to help, whether by asking the victim about their situation or offering them a place to stay. Those affected often find it difficult to break free from a violent relationship. They may not even accept your support immediately. In these cases, it is important not to judge, but to refer them to public resources like the support hotline.