



KERATAN AKHBAR

SURAT KHABAR	:	THE STAR (STAR SPECIAL)			
TARIKH	:	17/12/2019	MUKA SURAT	:	4
JABATAN	:	UMUM			
KLASIFIKASI	:	<b>PERHATIAN</b>			

### Beauty is environment deep

Some global beauty companies in Malaysia have been making a positive impact by beautifying our environment and the community living in it.

Laneige Malaysia, a South Korean beauty firm, launched its Laneige Waterful Sharing Campaign in 2014 and has been working to provide clean water access to underprivileged communities in Malaysia. Every year, it collaborates with the Global Peace Fund to identify more communities facing water

issues, especially in the dry months of June and July. The project is funded through the sale of Laneige products.

In hopes of preserving our majestic Malayan tigers, The Body Shop Malaysia has pointed its CSR efforts towards wildlife conservation. To protect the tigers' habitat, it has been funding the Wildlife Conservation Society (WCS), Malaysian Conservation Alliance for Tigers (MyCat), as well as for bio-bridges, which are restored

wildlife corridors in damaged landscapes that help endangered species to reconnect, breed and thrive again.

In April, The Body Shop also started an #only200tigersleft petition with WCS and MyCat to urge the Government to employ army personnel to patrol Malaysia's forests. The petition succeeded in collecting 121,058 signatures, which were handed over to Water, Land and Natural Resources Minister Dr Xavier Jayakumar in Parliament.