



THE LESBIAN, GAY, BISEXUAL & TRANSGENDER COMMUNITY CENTER

INTRODUCING THE LIMITED-EDITION GLITTER STICK IN PARTNERSHIP WITH THE LESBIAN, GAY, BISEXUAL & TRANSGENDER COMMUNITY CENTER (THE CENTER)

We are proud to be partnering with The Lesbian, Gay, Bisexual & Transgender Community Center (The Center) in NYC on a special limited-edition Glitter Stick for Pride 2017.

For us, the Glitter Stick is all about inclusivity, individuality, and a holistic approach to feeling joyful and free. It's about feeling good on the inside, feeling empowered and free to be yourself, and expressing that joy on the outside. The Center's Executive Director Glenda Testone says, "Milk Makeup has a fantastic reputation for prioritizing freedom of expression and authenticity by creating products, like the limited edition Pride Glitter Stick, to affirm that people should be free to express their joy in every way."

To kick off the celebration for Pride month, Milk Makeup Creative Director and Co-founder Georgie Greville teamed up with The Center's youth program voguing group, SNAP!!!, for an empowering dance session. "Milk Makeup has set out to make beauty more inclusive since day one," Greville explains. "Pride is a beautiful celebration of the power of self-actualization. When you express who you are completely, you shine the brightest and we are here to give you the tools to do just that."

Half of the proceeds from the Glitter Stick will be donated directly to The Center to help achieve its mission to empower people to lead healthy, successful lives, celebrate diversity, and advocate for justice and opportunity. "For me personally, it's finally an opportunity to give back to The Center in a more meaningful way," says Mazdack Rassi, Co-founder of Milk Makeup. "To celebrate, but, more importantly, educate and expose our community to what The Center stands for."



Photographs taken @ The Center by Lia Clay.

About The Lesbian, Gay, Bisexual & Transgender Community Center

Established in 1983, New York City's Lesbian, Gay, Bisexual & Transgender Community Center empowers people to lead healthy, successful lives. The Center celebrates diversity and advocates for justice and opportunity. Each year, The Center welcomes more than 300,000 visits to our building in the West Village neighborhood of Manhattan from people who engage in our life-changing and life-saving activities. To learn more about our work, please visit gaycenter.org.

About Milk Makeup

At Milk Makeup, we believe it's not just about how you create your look; it's what you do in it that matters. Inspired by our home, Milk Studios, a cultural hub of creators in NY and LA, our multi-use products are designed for self-expression and formulated with the best possible paraben-free, cruelty-free, and eco conscious ingredients. At Milk Makeup, there are no rules. #LiveYourLook

Milk
MAKEUP

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**THE
CENTER**
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LIMITED EDITION GLITTER STICK

Show off ur pride with this glitter highlighter benefiting The Lesbian, Gay, Bisexual & Transgender Community Center (The Center) in NYC.

DIMENSIONAL

Rainbow-hued specks shimmer on all skin tones and catch light from all angles.

MULTI-USE

Buildable formula goes from sheer to sparkling to light up cheeks, eyes, lips, and body alike.

SUPER SMOOTH

Goes on easy + keeps skin soft with nourishing mango butter, coconut oil, and avocado oil.

DIRECTIONS

Swipe on face and body — anywhere that needs a lil sparkle — and blend with fingertips.

CRUELTY FREE

GLUTEN FREE

VEGAN

RETAIL PRICE

\$30

NEW: Products can be purchased on June 15th at milkmakeup.com

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