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# Reaching out

From cards and calendars to tumblers, three companies show how they are helping the less fortunate.

**T**HE festive season is a great time to give and reach out to the less fortunate in society.

We look at three beauty brands — L'occitane, Clarins and M.A.C. — which have come up with their own ways to give back.

L'occitane has come up with its Limited Edition 2010 Calendar, priced at RM10.

The proceeds of these table calendars will go towards the expansion of the Malaysian Association for the Blind (MAB)'s library services to give the visually-impaired easy access to information to improve their knowledge.

L'occitane Malaysia general manager Tan Seong Teck said the company is actively involved in social causes and believes that everyone deserves an equal chance to acquire knowledge.

"Our commitment to MAB is giving RM30,000 to acquire equipment that can convert words to Braille," said Tan.

L'occitane has been assisting the visually-impaired since 1997 when it started using Braille for its products' names on packaging.

The calendar is available at the brand's outlets until the end of this month.

● CLARINS is organising its annual charity drive called "Clarins We Care Charity".

The programme aims to provide children with a sound education and to instil in them a love for nature by teaching them sustainability.

The brand has created special water tumblers using motifs of nature (rainforest animals) to highlight the importance of the 3Rs: Reduce, Reuse and Recycle.

The charity drive also aims to educate people on the importance of buying fewer mineral water bottles (as one plastic bottle takes up to one million years to decompose).

These RM12 tumblers are available at all Clarins counters until the end of this month.

Proceeds from the sale will be used to purchase educational tools such as PCs, laptops and books, among others, to selected children's charities.

The public can also visit the "Clarins We Care 2009" (website [www.clarinswecare.com.my](http://www.clarinswecare.com.my)) for information on ways to recycle. A list of recycling centres are posted on the site.

You can also make a green pledge on the site on what you would do to save our dwindling forests. The best 20 pledges will receive a Clarins Hamper worth RM100.

The charity homes to benefit from the proceeds include the

Agathians Shelter and Persatuan Anak-anak Yatim & Ibu Tunggal Kampung Medan in Petaling Jaya, and Rumah Kebajikan Kanak-Kanak Rhema and Vinashini Home in Seremban.

● M.A.C. is selling holiday cards illustrated by children afflicted with HIV/AIDS. All proceeds will go directly to pediatric HIV/AIDS organisations.

The cards come in two packagings: Kids Helping Kids Cards (six cards) and Kids Helping Kids Gift Cards (12). The cards come with envelopes and are priced at RM30 per pack.

"M.A.C. Kids Helping Kids Cards of Hope" are also available at all M.A.C. stores. — **Compiled by Zuhaila Sedek**

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