

MEDIA RELEASE

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For Immediate Release



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JAFRA Funds Mexico-Based Research Project to Improve Honey Bee Health

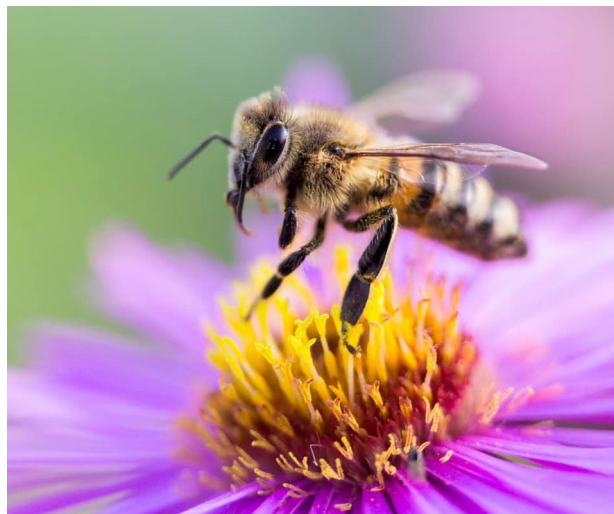
The North American Pollinator Protection Campaign (NAPPC), managed by **Pollinator Partnership (P2)**, has awarded a new research grant related to honey bee health issues with funding made possible by **JAFRA Cosmetics International, Inc.** This Honey Bee Health Grant will explore multiple priority areas concerning the stressors impacting honey bees in North America, including the effects of pesticides on pest, pathogen, and disease incidence, and the development of diagnostics tools to detect the effects of pesticide exposure.

“Support from JAFRA comes at a time when research for honey bees in Mexico is critically important due to climate change. This grant will have a tremendous impact for bees and researchers in Mexico and we thank JAFRA for their generous contribution,” said Kelly Rourke, Executive Director of Pollinator Partnership/NAPPC.

The NAPPC Honey Bee Health Task Force solicits proposals each January from university professors, researchers, and graduate students who are at the forefront of bee health issues including pesticide exposure, pests and disease, and climate effects, among other areas. Research topics are diverse and aim to support bees and beekeepers, and to educate policymakers and land managers.

JAFRA and Pollinator Partnership are pleased to fund **Alberto Prado and Ulises Olivares-Pinto** at the University of Mexico (**Escuela Nacional de Estudios Superiores Unidad Juriquilla, UNAM, Querétaro, México**) along with **Cédric Alaux and Yves Le Conte** at **INRAE, Abeilles et Environnement, Avignon, France** and their research project exploring using honey bee flight activity as a toxicovigilance tool. This research will provide important insights into the identification of sublethal effects of pesticides to bees in real-time.

“JAFRA is proud to support honey bee health and cherishes the bees that not only provide one third of our food supply, but also contribute essential ingredients in our cosmetic products,” said Wendy Ohrbach, Senior Director of JAFRA’s Worldwide Marketing for Skin Care and Toiletries.



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ABOUT POLLINATOR PARTNERSHIP

Pollinator Partnership (P2) Established in 1997, the Pollinator Partnership is the largest 501(c) 3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. P2's actions for pollinators include education, conservation, restoration, policy, and research. P2's financial support comes through grants, gifts, memberships and donations from any interested party. P2's policies are science-based, set by its board of directors, and never influenced by any donor. To learn more visit www.pollinator.org.

ABOUT JAFRA COSMETICS INTERNATIONAL, INC.

JAFRA is a leader in direct sales for skin care, fragrance, makeup, and toiletries. The company was founded in Malibu, California by Jan and Frank Day in 1956. JAFRA's iconic name is a portmanteau of Ja(n) and Fra(nk). JAFRA is passionate about empowering its beauty consultants and creating world-class cosmetics that help people look and feel their best.