



WNNW

WOMEN MAKING WAVES

[IN THIS ISSUE]

- » Women redefining fitness, health and wellness
- » A new app grades companies on their commitment to gender equality
- » U.S. and Canada celebrate Jubilee 2015

August 2015

SPOTLIGHT OF THE MONTH

WOMEN BY THE NUMBERS

This is an exciting and transformative time for women's fitness. Exercise and wellness trends have become a critical part of people's lifestyles, and there are many female entrepreneurs leading the charge in changing the ways women approach their health and fitness.

Women entrepreneurs are spearheading the building of fitness empires, as women worldwide are demanding unique and new ways to work out, stay in shape and have fun. Thirty-two year old Payal Kadakia built [ClassPass](#) – a monthly membership program that allows users to register for fitness classes at a number of gyms throughout their city through an affordable, streamlined process – from a near-failing startup to a company worth \$400 million. The ClassPass trend has also inspired the creation of other startups on the other side of the globe, such as [KFit](#), a recent arrival in Asia Pacific which landed a [\\$3.25 million funding round](#) led by Sequoia and aims to make gyms and fitness more accessible in the region.

[SoulCycle](#) co-founders Elizabeth Cutler and Julie Rice have opened 41 studios across the United States in under 10 years, effectively cultivating a massive following of spinning (aka stationary cycling) fans.

But the innovation doesn't stop with fitness – it's also manifesting itself in the world of fashion. Micki Krimmel – tired of the fact that most women's activewear manufacturers only sell garments up to size 12, despite the average American women being a size 14 – [successfully crowdfunded](#) a line of superhero-themed activewear for women size XS-3XL.

Women are also pioneering the creation of fitness technology. At this year's Tech Open Air in Berlin – considered to be one of Europe's leading tech conferences – [women were at the helm](#) of some of the most exciting fitness technology products. Kat Farrants built a platform called [Movement for Modern Life](#) which features unlimited yoga videos from the U.K.'s top instructors, all for less than the price of

94

countries around the world now have Curves locations, after its recent debut in [Nigeria](#)

150

minutes of moderate aerobic exercise per week for women, recommended by the World Health Organization

196

medical or fitness wearable devices on the market, [as of June 2015](#)

68 million

fitness trackers and health gadgets will be shipped to consumers [this year](#)

WOMEN TO WATCH

one yoga class, which can be upwards of GBP 20. The event also featured Urška Sršen, the mastermind behind [Leaf](#) – a jewelry-like device that helps women quantify their health by tracking their sleep patterns, stress levels and menstrual cycles.

In addition, the way leading consumer brands talk about women’s bodies in the context of fitness is undergoing a revolution. Sport England recently won a Gold Lion at the Cannes Lions International Festival of Creativity for its groundbreaking national campaign “[This Girl Can](#),” which celebrates women’s commitment to exercise – regardless of their shape, size or ability. The fitness magazine Women’s Running helped break down stereotypes of fitness by featuring plus-sized model [Erica Schenk](#) on the cover of its August issue.

But fitness brands’ increasing focus on women isn’t just about good marketing – it’s about good business, recognizing women as an important priority for growth. Dick’s Sporting Goods recently [opened a chain of specialty women’s fitness boutiques](#), and Nike is [increasingly focusing on women’s fitness product development](#) as a strategic imperative. This seems like a sound business strategy considering [women control \\$20 trillion per year in consumer spending](#) (and that figure is only getting higher!).

This revolution is also taking place in the digital world, as online female health and wellness influencers become the new fitness gurus, such as YouTube star Cassey Ho of [blogilates](#) fame. Millennials are now looking to these sources for advice, rather than traditional fitness gurus. Social media is also behind the growing “strong is the new skinny” mantra – a movement born from posts and photos on Instagram and Twitter that promote a more holistic sense of health and wellness defined by nutrition and mindfulness as opposed to dieting and extreme exercise.

Women around the world are standing up to shape a new generation focused on fitness by creating transformative female-focused technology, pushing back on

WOMEN TO WATCH



Jennifer Walters and Erin Whitehead of Fit Bottomed Girls
(photo via [wellcommons.com](#))

Former magazine publishers Jennifer Walters and Erin Whitehead founded [Fit Bottomed Girls](#) (inspired by the Queen song “Fat Bottomed Girls”) with a specific mission in mind: to help women and girls find the fun in fitness and, in doing so, build healthier lifestyles and feel better about themselves. The website features a range of content – including exercise advice, fitness equipment reviews, healthy recipes, workout playlists and motivational success stories. Since founding the original Fit Bottomed Girls blog in 2008, Walters and Whitehead have co-

industry standards of beauty and using new channels to generate meaningful conversations on the importance of health and wellness.

WOMEN IN THE NEWS

New app grades companies on commitment to women



New app rates companies on gender equality

numerical ratings to companies based off of the business' efforts to enhance the status of women in its work force, marketing initiatives and philanthropic and CSR strategies, in order to help consumers make more informed purchasing decisions. The app's creators hope women will use their purchasing power to help move the needle on diversity and equality. (via [Fortune](#))

Nowadays, it's pretty easy to find out if a company operates under fair trade or anti-animal testing policies simply by looking at the label of a product. But what if you want to know if a company is committed to policies promoting gender equality? Enter the [Buy Up Index](#). Developed by Amy-Willard Cross and Andrea Rudert, the Buy Up Index app assigns

authored a book, *The Fit Bottomed Girls Anti-Diet*, and launched two more specialized websites – [Fit Bottomed Mamas](#) and [Fit Bottomed Eats](#). To date, Fit Bottomed Girls has helped make fitness accessible to thousands of women all over the world.

PURPOSE WATCH

Study shows CEOs with daughters more likely to be committed to corporate responsibility

A recent [study](#) published by professors at the University of Miami and the China-Europe International Business School determined that CEOs with daughters invest more of their company's resources in CSR and have CSR ratings 11.9 percent higher than other firms. The researchers attribute what they call the "CEO-daughter effect" to male executives internalizing the experiences and values of their daughters. Still, a male CEO with a daughter doesn't create as much

Charts: Inequality of South African women on National Women's Day

On August 9th, South Africa observed National Women's Day, which was founded to commemorate a protest led by 20,000 women of all races against the country's apartheid laws. The day sparked nationwide reflection on the status of South African women. Several charts published by Quartz reveal startling truths about gender inequality and poverty in South Africa. For example, 46 percent of South African women are currently earning R2,500 (\$200) or less per month, compared to 33 percent of South African men. Though the country has come a long way over the past two decades, it's clear that there is much more work that needs to be done. (via [Quartz](#))



Actress Emma Watson talks gender equality and HeForShe with Vogue UK

The September issue of Vogue UK features actress Emma Watson, who discusses her role as a Goodwill Ambassador for UN Women. The interview provides insight into Watson's support of UN Women's HeForShe campaign, which was designed to encourage men around the world to stand up for gender equality and of which Tupperware Brands is a founding partner. In a promotional video for the issue, Watson asks leading voices in the fashion industry – including Bella Freud, Erdem Moralioglu and

impact as a female CEO – the researchers concluded that the size of the CEO-daughter effect is only about one-third the size of the effect of a CEO being female. (via [Forbes](#))

Pepsi's CEO interviewed by the Harvard Business Review in September Issue



Indra Nooyi speaks about purpose projects and business strategy at PepsiCo

The September issue of the Harvard Business Review features an interview with Indra Nooyi, CEO of PepsiCo, who describes how social and environmental purpose projects have shaped her business strategy and how the

HeForShe ambassador Emma Watson promotes women's empowerment

to allow women to feel comfortable in who they are.” (via [Vogue UK](#))

Stella McCartney – about their views on feminism and what they can do to promote gender equality. “We need to give a better message to women of all ages, all sizes and all nationalities,” McCartney states. “We need

demand for healthy products has transformed the company's portfolio. In the article, she sums up the company's social purpose vision in saying, “We realized we needed to engage our people's heads, hearts, and hands. We had to produce more products that are good for you. We had to embrace sustainability. Purpose is not about giving money away for social responsibility. It's about fundamentally changing how to make money in order to deliver performance.” (via [Harvard Business Review](#))

TUPPERWARE BRANDS MAKING WAVES

Tupperware Brands U.S. and Canada Celebrate Jubilee 2015



Energy in motion at Tupperware U.S. and Canada Jubilee 2015

Tupperware's U.S. and Canada Jubilee 2015 took place in Florida this month with about 2,500 Tupperware sales force members in attendance to celebrate the past year. The attendees raised their energy to a whole new level this year under the Jubilee theme of (e)Motion, which stands for energy in motion.



Sales force members gathered in Orlando and spent some action-packed days celebrating their exceptional accomplishments, learning about new products, participating in



The newest Executive Directors Nicole Mongeon, Naomi Hartung and Miriam Flores at Jubilee 2015

career-specific classes and sharing their personal Tupperware stories and successes with one another. Some sessions took a deep-dive focus on the purpose of Tupperware Brands and the many opportunities that can come from leveraging our mission in

the U.S. and Canada – particularly with millennials. Our Global Links scholar, Dr. Sharmistha Banerjee, also co-led a presentation to the Top Leaders/Earners in the business while at Jubilee.

The energy in motion was tangible all around from training sessions to recognition, to glamming it up for the gala to rocking team spirit during fun night. Watch a [video recap of the event here](#).

Tupperware Women of the Month

This month we're featuring two Tupperware Brands health and fitness mavens – Amy Hardman, Senior Manager Commercial Finance, TEAM, and Monica Riley, Manager, Associate Inclusion & Engagement.

Amy Hardman

1. You've had an impressive and inspiring journey – can you tell us about your pledge to do twelve runs and walks to raise money to battle cancer?

On January 21, 2015, I celebrated my 10-year Survivor Anniversary from Stage 4 Non-Hodgkin's Lymphoma. I



decided to celebrate hitting double digits by doing a year-long journey of 10k run/walks. Each event would take place in a different country and benefit local patient services charities of the event country as well as raise funds for research to eradicate the 12 most prevalent cancers worldwide.



I am here today because of research – because someone ran, walked, donated and made research and new treatments possible. I am also here because of a positive fighting attitude and lots of supportive people who treated me as a whole person, not just a number or someone waiting to die. I was still me, bald head and all. The fact that I benefited from doctors and patient services that saw “me” and not the IV poles, a devastating diagnosis and bald head was meaningful.

I love to travel and have now lived in Europe for almost four years. I feel very much a global citizen and that is why I decided to do these events to benefit multiple countries’ patient services and the cancers that affect us all on a global scale. I also hope to inspire other cancer warriors who are now fighting the fight, be it patients or family and friends who are supporting, cheering and loving. It is my turn to give back and pay it forward. That is how I wanted to celebrate my “10th birthday.”

2. Where does your passion for fitness come from?

I have always been active and adventurous since childhood – dancing, climbing trees, riding bikes and playing sports. I find that it helps me relieve stress, clear my mind and enables me to address each day in a more centered, holistic, mind-body-spirit connected fashion. It is also a great way to make friends and have fun!

3. What’s your #1 advice for someone who wants to jump start their healthy lifestyle?

Try with something small, set a goal with a deadline, get a buddy to join you and encourage you and hold you accountable, and find something that you feel is really

interesting, fun or exciting that you have always wanted to try. It doesn't have to be what everyone else finds interesting, but what you find interesting. Point is to start! You don't have to run a marathon or a 10k to begin to reap wonderful benefits.

Monica Riley

1. As someone who has inspired many at Tupperware Brands around the world to gain healthy lifestyles and lose weight, what inspires you?

I am inspired by the Associates who have made a positive change in their lifestyle with the programs, activities and events Tupperware has allowed me to implement. I truly have a passion for health and wellness and I love the fact that the activities and events we offer to our Associates are fun and creative and does not make them feel as though they are working hard to achieve their fitness goal.



2. As the head of Tupperware Brands' Global Health and Wellness Programs, are there any major achievements you'd like to highlight or call out? Or any initiatives you're most proud of?

Since 2009, Tupperware Brands has received national recognition as Platinum Level START! Fit Friendly Company by the American Heart Association (AHA). AHA recognizes companies for making health and wellness of their employees a priority. Tupperware demonstrated at least nine criteria as outlined by the AHA in the areas of physical activity, nutrition and wellness to receive this designation. Tupperware is one of the few companies in Central Florida and the U.S. that have been recognized with this status

through creative and innovative ways of engaging all levels of Associates in the organization.

On a quarterly basis, we have Global Health Initiatives (GHI) events and activities where we invite all 13,000 Associates across the globe to participate in an event or activity that focuses on fitness, health or nutrition. A toolkit is prepared and sent to the TupperFit Warriors in each market to implement the event in their respective market/country. For example, one GHI event was “World Water Week,” during which the goal was to encourage Associates to drink the recommended daily quantities of water to help us fill the Tupperware Friendship Fountain in Orlando, FL. The Fountain holds 9,000 gallons of water. We had 8,197 Associates who participated and our Friendship Fountain was overflowing with water from around the globe. Associates consumed 15,878 gallons of water or 60,093 liters of water! By having this activity, more Associates begin to drink more water on a daily basis using many of our various Tupperware re-usable water bottles, tumblers and cups.

3. What’s your favorite workout or health and wellness tip?

My favorite time to work out is early in the morning. Monday, Wednesday and Friday I do weight and strength training with a personal trainer at our onsite gym and about 30 minutes of cardio on the stair climber. I am a runner, so on Tuesdays, Thursdays and Saturdays I do my practice runs beginning at 5:30 a.m. I love this time because I meditate, pray and plan my next activity or theme for the Associates while I am running. I do not like to run with music.



Got this as a forw ard? **Sign up** to receive our future emails.

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove®

View this email [online](#).

250 Hudson St
New York, NY | 10013 US

This email was sent to edelmantupperware@edelman.com.
Continue receiving our emails, add us to your address book.

