



Four Brands Inspire Women To Discover Their Beauty Through #fallintobeauty Hashtag and Giveaway

The Omerge Alliances *Fall Into Beauty Giveaway* October 5-October 31, 2015

New York, NY, October 5, 2015 – Spafinder Wellness 365, Andre Walker Hair, IMAN Cosmetics, and Me & The Girls Alternative Skincare align to engage women in celebrating their unique beauty in the **Fall Into Beauty Giveaway**. The campaign is a call to action for women to define beauty for themselves by answering and sharing socially “what beauty means to you?” and “when do you feel most beautiful?,” and posting photos reflecting the sentiment using the #fallintobeauty hashtag.

Promoted to consumers via paid and organic Facebook, Instagram, LinkedIn, Twitter, Pinterest, Tumblr and email, consumers are invited to enter to win the brands’ products via www.omergealliances.com/fallintobeauty from October 5-Oct 31, 2015. Seventeen individuals will win prizes from the beauty prize pool valued at approximately \$1,000.

Omerge Alliances CEO Olivia Scott says, “Marketing partnerships have been a vital part of my professional experience since 1999, starting at Ogilvy Action with my first deal between Keebler and Big Bad Voodoo Daddy. Partnerships are relevant now more than ever, given the crowded intersection of a significant number of brands competing globally with ever-decreasing budgets. These brands must think more creatively and be more resourceful leveraging brand and media partnerships to get their messages to the intended consumers.”

The 2015 **Fall Into Beauty Giveaway** is a national sweepstakes promotion offering entrants a Grand Prize (1) – One \$200 Spafinder Wellness 365 Gift Card, plus one of each of the first, second and third prizes; First Prize (3) – One Me & The Girls Luxury Trial & Travel Skincare Kit; Second Prize (5) – One Andre Walker Hair Gold System; and Third Prize (8) – One IMAN Cosmetics Lipstick.

“Marketing my product with category partners sharing a similar audience helps me reach my new customer acquisition and social growth goals more cost efficiently. The **Fall Into Beauty Giveaway** expands our visibility while also aligning us with something we believe in, which is that every woman is beautiful and encouraging her to discover her own beauty,” says Sharon Hackney-Robinson, CEO & Founder, Me & The Girls Alternative Skincare.

Omerge Alliances is a marketing consultancy specializing in driving affinity, choice and demand for brands with limited budgets through strategic marketing, partnerships, branding and consumer promotions. More information at www.omergealliances.com.

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