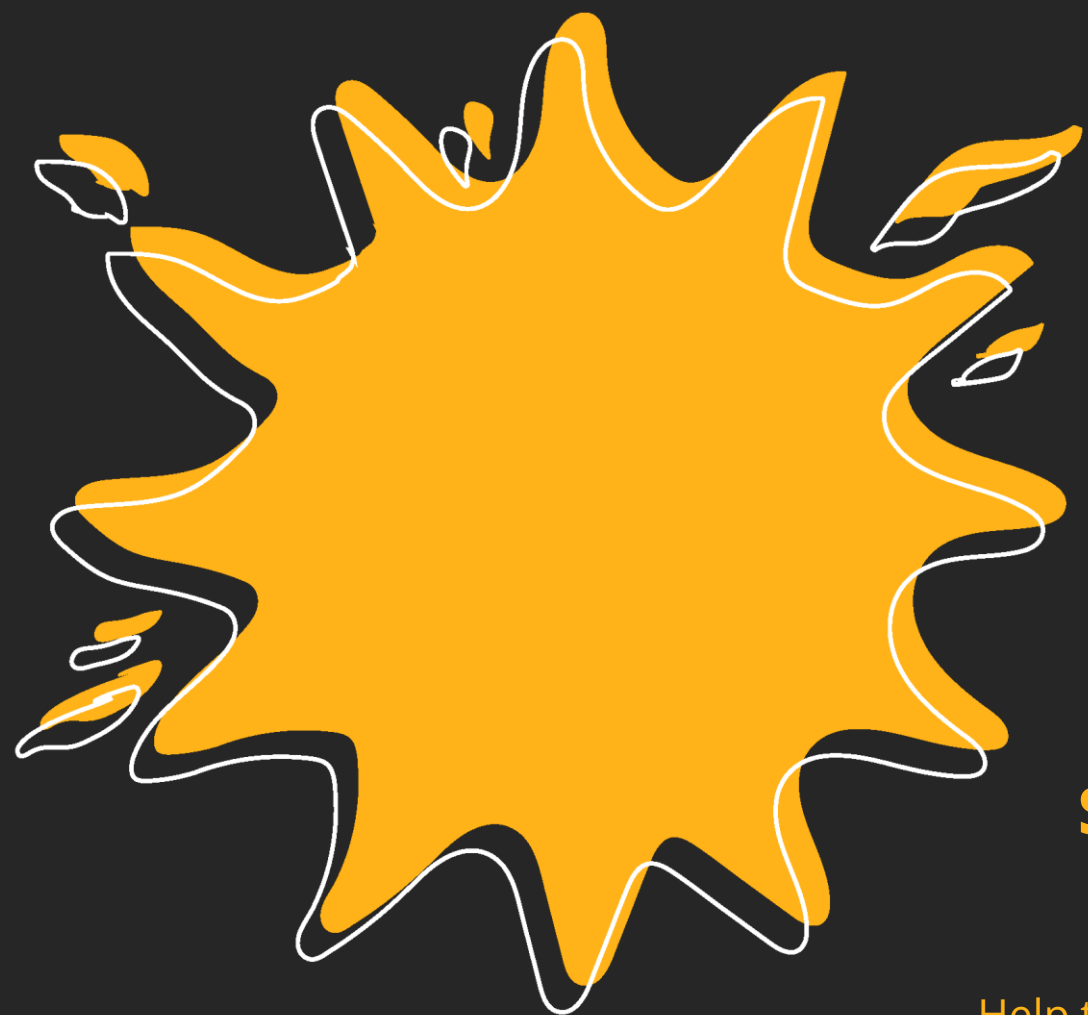


Shine Сияй Siyai



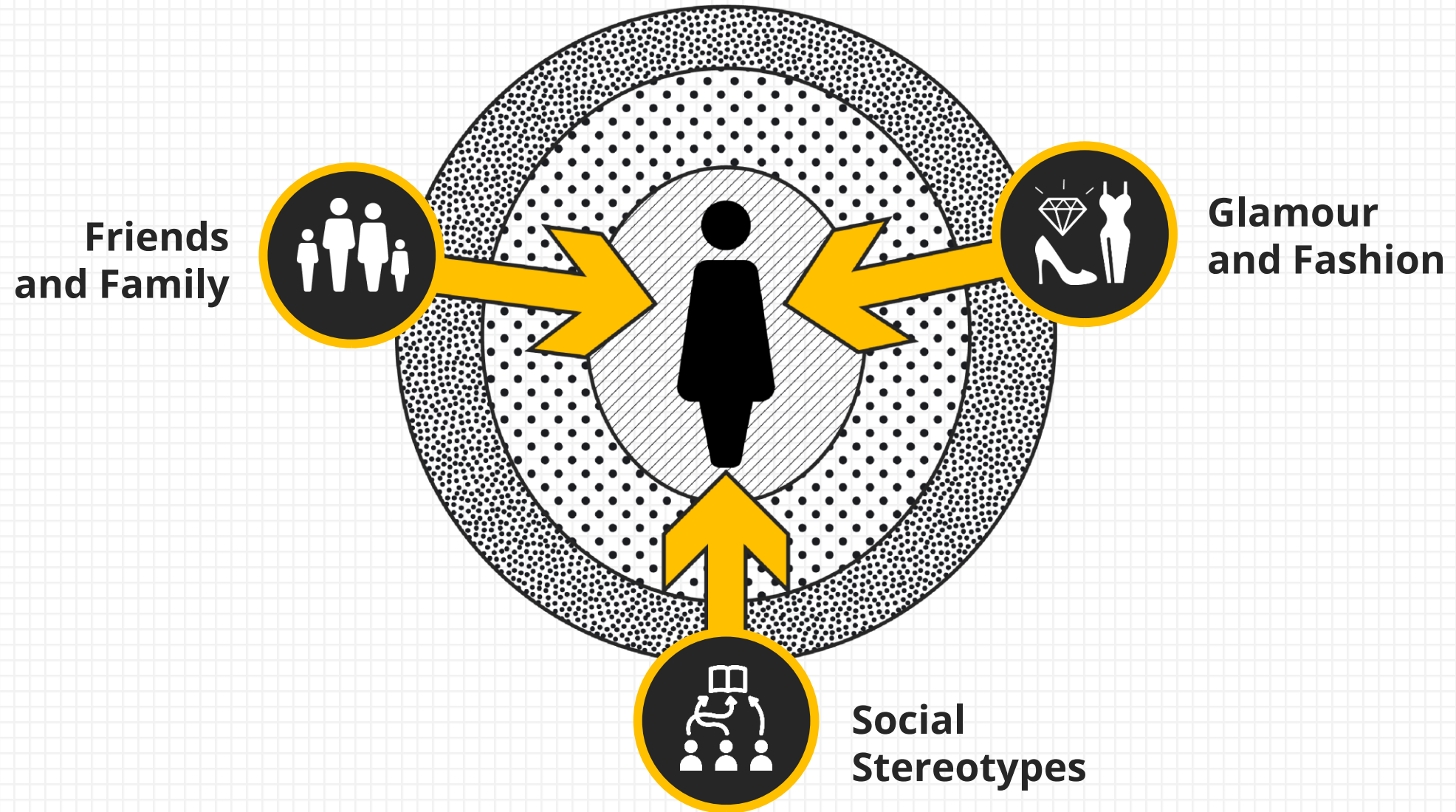
**self-esteem
project**

Help to build body confidence
for girls aged 11-16

U-Brain:
Stanislav Dovidenko, Iliya Polyanskikh, Letitsia Kevarkova

What affects girls age 11-16

And how girls can survive today?



Workshops

Help girls to bridge over
the social environment



Survey

Gathering information
about girls self-esteem



Trainee

- Training teachers
- Inform parents and girls



Communication

Teachers demonstrate
educational movies &
play games.

Parents talks about
self-esteem

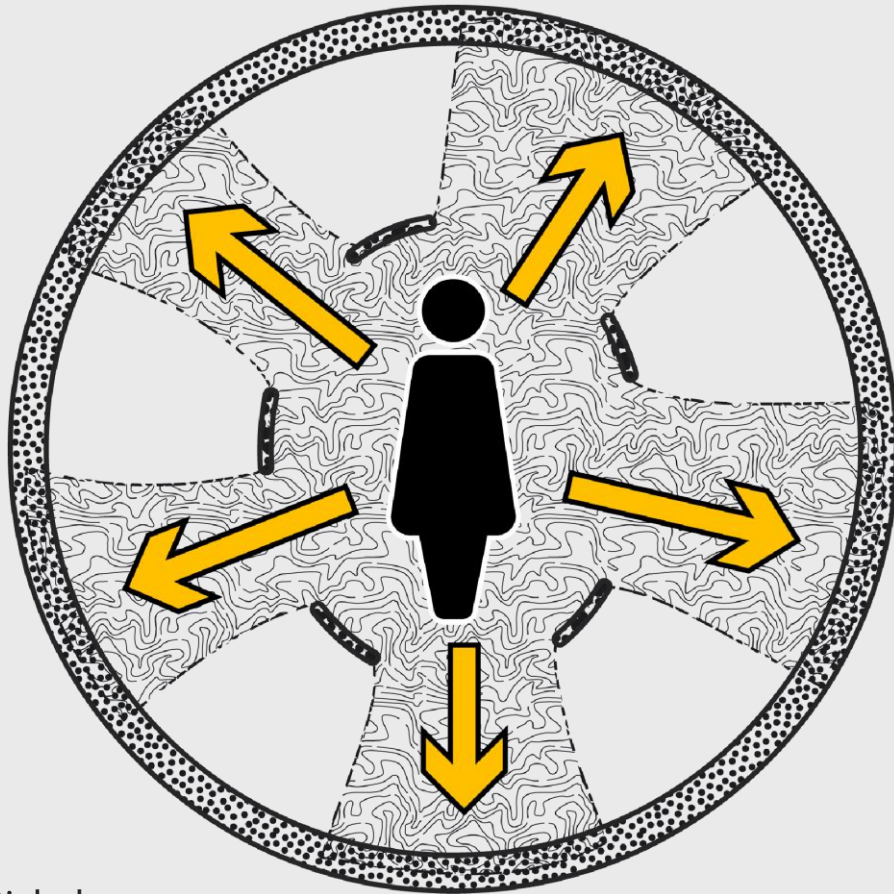


Feedback

Analising efficiency

Wiping Out The “Silicone”

Silicone *bubble* of *glamour* and *fashion*



Girls become more self-esteem

Acting Out

“Silicone” creators

These companies benefit from making girls think that their bodies are imperfect?

- **Beauty Industry**
- **Diet Industry**
- **Plastic Surgeons**
- **Make-up Manufactories**

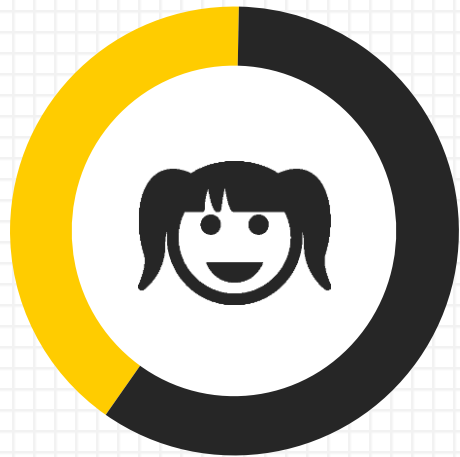
How to run project

Create workshops with activities and experience

- 1 **Support of Russian nonprofit organizations**
- 2 **Cooperation with psychologists**
- 3 **Video interviews with models and celebrities.**

Results

HAPPY LOYAL SELF-ESTEEM



**Feel beautiful
and happiness**

60%

**Girls become
happy about their
appearance**

Today only 28% feel
that they are beautiful

Total customers
15,000,000



**Our project reaches girls and also
their mothers and teachers
in Russia about self-esteem
awareness**



Shine with us

*The new generation of girls who
has no fear to go beyond the
borders of stereotypes*

will be more
successful,
braver,
will know how to **respect themselves**
and will **share**
this knowledge with the others.