



BEAUTYGRAM™

Immediate Release

A True Gift Is Always Measured By Its Meaning

November 12, 2015, Calgary, Alta — Mindful giving reduces the stress of shopping. It makes sense for us to be generous, as studies have shown that we like giving gifts because it makes us feel happy. Carrie Paxson, owner of BeautyGram™ says, “There are numerous benefits to giving; it’s good for your health, it helps promote self-connection, giving evokes gratitude — gratitude is integral to happiness, health and social bonds — and giving is contagious. When we give, we don’t only help the immediate person receiving, but it spurs that ripple effect of generosity through our community.”

But finding the perfect gift for friends, colleagues or loved ones takes time and energy. Unfortunately in today’s busy world, not everyone can take the time to buy a mindful gift. Instead of conventional flowers, fruits and other gift baskets, think pretty pink boxes. A BeautyGram™ is for all women who deserve to be pampered and appreciated and for all occasions.

Simplify the gift-giving with something that makes a difference in a woman’s world. A true gift is always measured by its meaning (and sometimes its usefulness too). Simple ideas that convey true genuine feelings have a more lasting and meaningful impact.

Paxson says, “We feel so good when we give. We feel stronger and more energetic after helping others. Gift-giving helps us feel calmer and less depressed, plus it gives us an increased feeling of self-worth.” BeautyGram™ has partnered with the YWCA of Calgary Society to create a Holiday Beauty Box for only \$20, where clients can choose their own socks to go into the package. A portion of the proceeds benefit the YWCA of Calgary. The YWCA offers more than 18 programs that create a continuum of service for women, and their families, who are struggling with poverty, homelessness, family violence and isolation.

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About BeautyGram™

BeautyGram™ is a lovely gift experience in a beautiful pink box. These elegant acts of care are a great alternative to sending the conventional flowers, fruits and other gift baskets. A BeautyGram™ is a unique collection of curated, luxurious beauty and lifestyle products and your thoughtful message, all exquisitely packaged within hot pink boxes.

Each BeautyGram™ is carefully crafted by our beauty experts to create a personal and fabulous feel-good gift experience. As women, we don’t need to wait for a holiday or a specific reason to send a gift to a friend, a sister, mother or ourselves. Sending a BeautyGram is a thoughtful way to pamper some of your favourite people because they deserve it. Visit <http://beautygram.com/> for more information.