

Coty announces campaign to #UndefineBeauty



Coty has unveiled a new campaign to change the dictionary definitions of beauty

Coty's #UndefineBeauty campaign "recognizes that the current English language definitions of the term 'beauty' are outdated and no longer reflect the values of today's society. Specifically, the examples cited under the current entries for 'beauty' across the leading English dictionaries are both limiting and exclusive," reads the company press release.

The company conducted [a social experiment involving 100 people from all around the world](#). The campaign calls for Dictionary publishers to review examples such as, "She was a great beauty in her youth," from the text, as the language contains "implicit ageism and sexism."

Sue Y. Nabi, Coty's CEO, has written an open letter to the major Dictionary houses, co-signed by the Company's Executive Committee and Senior Leadership Team, highlighting the outdated nature of their definitions, and their need for review.

Nabi said, "Seen through the lens of today's society and values, the definition of beauty hasn't aged well. Of course, not all people are impacted by, or feel excluded by these definitions. But the implicit ageism and sexism in the examples were born in a different time. We believe it's time to bridge the gap - time to bring the definition to where society is today. By changing the definition, if more people feel included - feel beautiful - there will be a ripple effect which touches us all."

Coty invites everyone to join this campaign calling for change by signing the petition at [change.org](https://www.change.org). Coty has taken this step following an in-depth review of the industry and its purpose.

In capturing its organizational purpose "together, we unleash every vision of beauty," the company identified the importance of this change.

"At Coty, we believe that no one can control or dictate what is, or is not, beautiful," continued Nabi. "That is why the campaign to #UndefineBeauty aims to 'undefine' rather than simply 'redefine' beauty, so that no one feels excluded by the definition or examples that accompany it."