



BE *you* **TIFUL**
FOUNDATION ♥



MISSION STATEMENT

The BeYOUtiful Foundation is a 501(c)3 non-profit organization committed to taking ACTION! Awareness has been created, it's time to make a real difference. Designed to provide hope, love and a path to feeling beYOUtiful.

Connecting salons & stylists to local survivors, providing online education (covering cutting, styling, utilizing wigs & dealing with chemo hair), we're here from diagnosis to remission and beyond. From little girls, to bright young ladies, supermoms & businesswomen, the BeYOUtiful Foundation is for all of us.

Most importantly, we're a community built to love when it matters the most. Behind you for support, beside you when you shouldn't do it alone and in front of you when you need protection. A place to laugh, a place to cry and most importantly a place to prove we're...

#bettertogether

OUR PROGRAMS



BEYOUTIFUL DAY



You love by how give. Our BeYOUtiful Day Program is designed for salons all across the country to prove we're #bettertogether. Loving others when they need it the most is what life is all about.

One day a year (or as many as you want) your entire salon will donate its time, resources and make a financial contribution to the BeYOUtiful Foundation. Providing free cuts to all cancer patients and survivors, your salon will make a giant impact on the community you all share. The rest of your clientele will be given a flat fee for all cuts, in which 100% will be donated back to the BeYOUtiful Foundation. These funds will assist us in continuing our mission, making sure not one woman fights alone. It's really that simple, either join us annually on the first Sunday of August or pick a date that works best for you! We're so excited and honored to make you part of the family.

Please register below to create your own BeYOUtiful Day.

[REGISTER YOUR SALON](#)



DONATE SERVICES

The guiding principle of the BeYOUTiful Foundation is that we're #bettertogether. Cancer is the fight of a lifetime and something no one should go through alone. Awareness has been created, it's time to do more, it's time to take action!

I didn't know where to go for help? The most reoccurring theme for so many battling cancer and in today's world this shouldn't be the case. Our Foundation is designed to bridge the gap, create community, one woman at a time. From diagnosis to remission our services will be available to anyone who needs them.

Salons, stylists and other beauty service providers, we are depending on you! We want you and we want you now. Beating cancer is a journey and getting back to feeling beYOUTiful is a must. Help us make sure every survivor, in every part of the world, has access to the opportunity to feel her absolute best. Click the link below, sign up and donate your services to local survivors today.

DONATE SERVICES

RECEIVE SERVICES

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Chemo hair, new curls or frizzy? Not sure what to do? We'll help you find that perfect person to get you back feeling BeYOUtiful. Click the link below to get started today! By doing so you'll instantly gain access to our network and services donated specifically for you. We'll do our absolute best to connect you to someone in your local area. Honored to make you part of our family, it's time to thrive not just survive.

[RECEIVE SERVICES](#)



WONDER WOMAN PROGRAM

There are days that giving up seems like the only option, we understand it, we've lived it and we've survived it. Over and over again the importance of information, inspiration and love are undeniable. We've created our Wonder Woman Program for just this reason. We're a global community, so no matter where on the planet we may find you, we need your help.

We can't do this alone, that's why sharing your story is vital. Moments of breakthroughs, memories you'd rather forget and remission are all part of the journey. Your own personal experiences are POWERFUL, not only for you but for the thousands of women in the middle of their own fight. Understanding that survival is possible is crucial and your story will create that tangibility. There is no "right way" or perfect story to tell, it's simply your voice as a survivor that will inspire the next woman to battle another day. Whether you had cancer, your child, or your partner, your determination to survive make you a Wonder Woman!

Want to be part of the BeYOUTiful Foundation family? Sharing your cancer story is the perfect way to get started. It's easy, free and instrumental for the cancer community we all share. Click the link below and get started today!

[SHARE YOUR STORY](#)





BE BEYOUtiful

We understand the one thing that ties all together is love. Your purchase of any BeYOUtiful merchandise makes you part of something bigger than yourself, 100% of your purchase makes sure not one woman fights alone.

[SHOP](#)



BEYOUTIFUL FOUNDATION FOUNDERS



I'm writing this little section of our site on a Sunday morning, feeling so grateful for the beginning of this journey.

I'm Matt Coulter, one of three directors of BeYOUtiful Foundation. Nikki Lee Santos, Riawna Capri and myself have been friends for ages, always supporting one another in all of our endeavors, but the time has finally come to build something together. If you're reading this, you probably already know how incredible these two women are. I'm here to tell you, if you get a chance to meet them, they'll exceed your expectations. Honored to consider them family, and humbled by the luxury to create something collectively.

BeYOUtiful Foundation, or at least the idea, started a few years ago on a vacation we all took to Maui. The discussions on what we could do, how we could do it, flowed through the entire trip. Well, like most of you, when you get back from vacation sometimes life gets in the way. Fast forward three years to Riawna and Nikki waking up to an email from me written in the middle of the night. Finally realizing it was in front of us the entire time, I knew exactly what we could do. It was an outline - a rough draft but the response was YES! How do we do this and when do we start?! Fueled by creativity, compassion and desire to do for others, the three of us have established the BeYOUtiful Foundation.

Riawna and Nikki are the creators of Nine Zero One Salon and all their affiliated brands. Successful and driven is the understatement of the century, but their hearts for others is what truly sets them apart. The self-awareness and willingness to give back, in an official way, will be another shining example of what hard work can provide. With a background in philanthropic social outreach and business development over the last 10 years, I feel like the luckiest human to have landed here. The opportunity to lead this foundation, with two women that I admire so much, is a dream.

With that said, BeYOUtiful Foundation isn't about us, it's about something bigger, it's about unity. It's about taking action, doing more and loving people when they need it the most. Excited to have each one of you part of the family, there's no way to do this alone, please help us prove that we're **#bettertogether**.



Matt Coulter



Riawna Capri



Nikki Lee



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