

## Sumita by Ziba Beauty Gives Back

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EXTRA EXTRA!

Sumita Beauty® by Ziba Beauty Continues To Give Back  
to Charity with Shukar Bead Bracelet



Sumita Beauty® to Donate to Charity on Behalf of Customer on 11/11/11

Click to Tweet: Purchase a Shukar Bead Bracelet @Sumitabeauty for \$11 & 100% of proceeds benefit the customer's charity of choice!  
#vegas <http://clicktotweet.com/9fUWz>

LAS VEGAS – Oct. 20, 2011 – In honor of the upcoming Make A Difference Day on October 22, Sumita Beauty® by Ziba Beauty, reminds customers to give back to their favorite charitable cause by purchasing a Shukar bead bracelet. The Shukar bead bracelets, where Shukar means “gratitude” in Hindu, are priced at \$11 and 100 percent of the proceeds will benefit the customer’s charity of choice. The socially conscious beauty leader in the Art of Threading®, Sumita Beauty, is selling the Shukar bead bracelets until December 31, 2011.

Additionally, on 11/11/11, Sumita Beauty® is offering customers, who receive an eyebrow threading service, a free Shukar Bead Bracelet. Sumita Beauty® will donate \$11 for each bracelet on the client’s behalf to the company’s chosen charity, whose mission is to assist under privileged women and children.

“Sumita Beauty is thrilled to give back to organizations that truly represent what our company believes in.” said Sumita Batra, CEO of Sumita Beauty Inc. “ Our valued customers will have the option to make a difference to their cause of choice.” As an on-going thank you and Sumita Beauty’s motto to nourish the mind, body and soul, every client who receives a service from the studio, receives a Shukar card with an inspirational theme or saying.

Customers are encouraged to visit [www.sumitabeauty.com](http://www.sumitabeauty.com) to purchase the beads online. They may also purchase the bracelets at the Fashion Show Mall studio and visit the website to select their charity of choice for the Shukar bead bracelet donation.

