



PRESS RELEASE

#Helplocalheroes: Douglas advocates for small businesses and self-employed people

- Douglas is offering local small businesses and individuals who are self-employed access to more than 10 million potential online customers during the corona crisis
- Tina Müller, Douglas Group CEO: "With #helplocalheroes, we want to help small businesses and self-employed people boost their visibility using the broad reach of our Douglas digital channels."

Düsseldorf, 21 April 2020. Douglas, one of Europe's leading premium beauty retailers, is continuing to uphold its #strongertogether stance: following a successful social media initiative that ran under that hashtag, Douglas is now expanding its digital solidarity campaign. By including editorial pieces from local small businesses and self-employed individuals on [douglas.de](https://www.douglas.de) as well as on digital Douglas channels, the beauty retailer is offering them access to more than 10 million potential customers. With this approach, Douglas wants to support "local heroes" to compensate for lost business more quickly and to help ensure that their sales develop positively during the current phase of gradual store openings.

The online initiative targets small businesses with up to 10 employees as well as local retailers in the areas of beauty, wellness, health and hygiene. The goal is to boost the visibility of these "local heroes", showcase their products quickly and effortlessly in an attractive shopping environment, and generate traffic for their online shops. The [content page](#) that was created for this initiative features companies, founders and products and provides links to their websites, online shops and social media channels.

Participation is open to anyone who publishes a post on Instagram that includes the #strongertogether hashtag as well as the campaign hashtag #helplocalheroes and also tags the @douglas_cosmetics Instagram channel.

As Tina Müller, Douglas Group CEO, says: "We see #strongertogether as an act of solidarity, which is more important than ever at the moment. That's why we're working intently on developing concepts for helping out in quick, straightforward ways. With #helplocalheroes,

DOUGLAS

we want to help small businesses and self-employed people boost their visibility using the broad reach of our Douglas digital channels.”

ABOUT DOUGLAS:

Douglas is one of the leading multichannel premium beauty retailers in Europe with about 2,400 stores and a unique e-commerce platform that is currently being expanded into a curated beauty marketplace. The #FORWARDBEAUTY strategy defines the path into the future of omnichannel retailing. Already today Douglas is the number one beauty retailer in 26 countries, offering its customers an attractive portfolio of around 55,000 high-quality products from over 750 brands in the fields of perfumery, decorative cosmetics and skin care, as well as nutritional supplements and accessories. Douglas generated sales of 3.5 billion euros in fiscal year 2018/2019. Around 20,000 beauty experts encourage and inspire Douglas customers every day to live their own kind of beauty.

#doitforyou

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