

Title:

Honoring Women Who Are More Than Worth It

Word Count:

273

Summary:

Now, women who give of themselves will receive more than just an increased sense of self-worth

Keywords:

Honoring Women Who Are More Than Worth It

Article Body:

Every day, everywhere, a woman is making a difference in her community and adding beauty to the

These actions define her because she knows that the simple act of giving back is a key component

The phrase "Because I'm Worth It" has been a part of popular culture since 1973, when it was introduced

The signature phrase is now becoming part of a national outreach program that identifies and honors

Through this new program, L'Oréal Paris is creating a Women of Worth Community, a continually growing

Now, women who give of themselves will receive more than just an increased sense of self-worth

With the launch of the Women of Worth program, seven wise and bold-spirited women who are inspiring

Know a woman who's making a beautiful difference in your community? Nominate her and you'll be

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