



Empowering Breast Cancer Survivors

Through Self-Care & Wellness



ABOUT US

DEMIblue Cares is the nonprofit initiative powered by DEMIblue Natural Nails, a clean and vegan nail polish brand rooted in the belief that nail care is self-care—and self-care is wellness. Our mission is to support breast cancer survivors through education, community empowerment, and intentional self-care experiences. We use our platform to raise awareness about the harmful chemicals often found in traditional nail products and provide safe, non-toxic alternatives that honor both health and beauty. Through programs like our Survivor's Spotlight Series and our October giveback campaigns, we offer free nail services and product gifts to survivors—reminding every woman that caring for herself is not a luxury, but a vital part of healing and wholeness.

DEMIblue Cares Value Proposition

For Survivors: DEMIblue Cares provides breast cancer survivors with access to intentional self-care through clean and vegan nail care, free services, and empowering wellness programs. We remind women that nail care is self-care—and self-care is healing.

For the Community: We raise awareness about the harmful chemicals in traditional nail products and advocate for safer beauty choices, creating a healthier, more informed community.

For Supporters & Partners: We offer a meaningful way to make an impact by aligning with a mission that blends health, beauty, and wellness while celebrating survivorship and empowerment. Every dollar donated directly fuels survivor care, awareness campaigns, and community education.

DEMIblue Cares uniquely combines clean beauty, survivor support, and community wellness to transform self-care into a powerful tool for healing and empowerment.

What We Do

Free Nail Care

Providing **complimentary nail services** to survivors, promoting self-expression.

Survivor Support

Facilitating **support circles** for sharing experiences and building resilience.

Wellness Workshops

Offering classes on **mental health**, nutrition, and holistic practices.

Community Outreach

Engaging the community through **awareness events** and educational programs.



Juliet "JR" Robinson
#DEMIblueCares

SURVIVOR



Phyllis Stewart

SURVIVOR



Pamela Taylor
#DEMIblueCares

SURVIVOR



INSPIRED BY MY MOM, JULIET ROBINSON

Our Impact So Far



Volunteer Network

20 survivors gifted clean, vegan nail polish through "Painted In Strength-Survivor Stories" **campaigns.**

Survivors Reached

1,000+

4+ years providing free manicures to **survivors** each October.

Community Partnerships

Partnerships with the **Physicians Committee for Responsible Medicine, Faith by Fire, the "Let's Beat Breast Cancer" campaign and SISTA Strut**

to provide education and resources

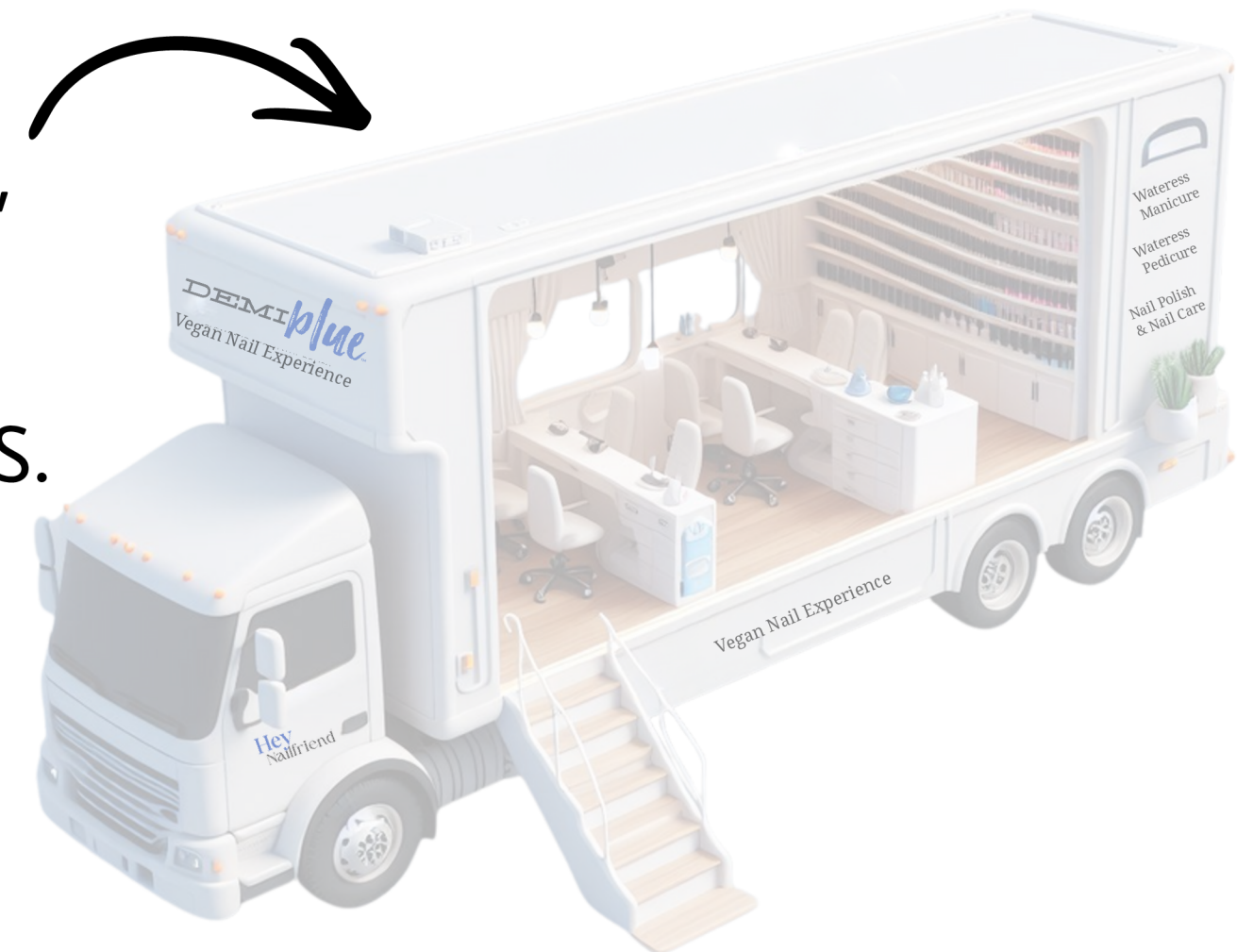
Wellness Events

Hosted **15+ wellness events** focused on health and self-care

Why Partner With Us?

Your sponsorship helps us:

- Expand wellness workshops and survivor support programs.
- To expand our reach and bring wellness directly to survivors, DEMIblue Cares is launching a Mobile Manicure Truck.
- Reach more survivors, caregivers, and communities across the U.S.
- Amplify awareness on clean beauty and wellness education.
- Provide free nail polish and self-care kits to women in need.



Sponsorship Levels Overview-2026

Diamond Sponsor **\$10,000+**

- Title sponsor recognition at all DEMIblue Cares events for one year.
- Logo featured on event signage, website, and social media.
- Recognition in press releases and newsletters, social media.
- Opportunity to sponsor a Survivor Spotlight video/story.
- Invitation to the annual "Beauty Vacay" fundraiser Event
- Table at events
- Donation Letter
- Sponsor Gift Box

Platinum Sponsor **\$5,000**

- Title sponsor recognition at all DEMIblue Cares events for one year.
- Logo featured on event signage, website, and social media.
- Recognition in press releases and newsletters, social media.
- Opportunity to sponsor a Survivor Spotlight video/story.
- Invitation to the annual "Beauty Vacay" fundraiser Event
- Table at events
- Donation Letter

Gold Sponsor – **\$1,000**

- Name/logo listed on website donor page.
- Recognition on social media.
- Table at events
- Invitation to the annual "Beauty Vacay" fundraiser event
- Donation Letter

Friend of DEMIblue Cares – \$500

- Name/logo listed on website donor page.
- Recognition on social media.
- Donation Letter

Supporting DEMIblue Cares empowers breast cancer survivors and fosters community wellness.

Next Steps

January 2026

Beauty
Experience
Fundraiser

Kickoff
Campaign

monthly subscription boxes

A surprise beauty experience
delivered to your door.

Each box may include:

- Clean, vegan nail polish
- Press-on nail sets
- Nail care essentials
- Limited merch
- Self-care surprises

Monthly selfcare/welne ss events

The DEMIblue Cares Monthly
Beauty Fundraiser Series is a year-
long community experience
designed to bring women together
through beauty, self-care, and
celebration — all while supporting
survivors through the mission of the
DEMIblue Cares nonprofit.

Membership Club

This exclusive membership
grants Nailfriends access to
DEMIblue's monthly beauty
fundraiser events hosted in-
store throughout the year.

Members enjoy elevated
experiences including themed
nail parties, beauty activations,
creative workshops, signature
cocktails, and curated self-care
moments — all in an intimate,
luxe setting.

"Join us in supporting survivors. Together, nail care becomes care that changes lives

DEMIblue Cares Impact Statement

Through our purpose-driven beauty experiences, fundraising events, and community programs, DEMIblue Cares provides survivor-centered support rooted in dignity, wellness, and empowerment. Our mission is to serve women impacted by cancer and other life-altering challenges by creating safe spaces for restoration, connection, and self-worth.

Every DEMIblue Cares fundraiser, membership, and Mystery Box directly supports:

- Healing-centered self-care experiences for survivors
- Confidence-building beauty and wellness services
- Access to education, resources, and community support
- Emotional and mental wellness programming

We meet women where they are — reminding them they are beautiful, worthy, and not alone.

With the support of our sponsors, DEMIblue Cares is building a future where survivors are celebrated, supported, and surrounded by community — one manicure, one moment, and one life at a time.

"Thank You for Caring with Us"



We'd love to partner with you to expand our mission. Together, we can ensure that every survivor feels seen, supported, and cared for.

✉ **Contact: Michelle Robinson, Founder & President**

✉ **info@demibluecancercares.com**

📍 **St. Louis, MO**