

**Herbal Essences Celebrates LGBTQIA+ Communities with Larger-than-Life Blooming Flower Wall at 2019 World Pride in NYC**  
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Herbal Essences is celebrating 2019 World Pride with a larger-than-life blooming Garden Wall to honor the members of the LGBTQIA+ community who #FlourishWithPride, as well as those who stand with the community.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20190620005013/en/>

Nature nurtures diversity and Herbal Essences believes everyone should as well. Fifty years ago, the seeds of the modern gay rights movement were planted with the Stonewall Riots. The movement took root, grew, and today, it flourishes like never before. This year, Herbal Essences celebrates what began with Stonewall with a Garden Wall honoring those who #FlourishWithPride, transforming a space of adversity into a celebration of diversity.

In partnership with NYC-based “flower power” couple, Putnam & Putnam, Herbal Essences is planting the Garden Wall alongside the path of the world’s largest Pride March in celebration of inclusion. Starting Friday, June 28<sup>th</sup>, New Yorkers, visitors and parade-goers alike can honor someone who expresses their true nature by adding a flower to the wall in person, while anyone from around the world can tag #FlourishWithPride on social to contribute.

“At our core, Herbal Essences believes that we should all nurture diversity – it’s what nature intended – and necessary to keep life on our planet thriving,” said Ilaira Resta, North America General Manager, P&G Hair Care. “We’re thrilled to partner with floral designers Michael and Darroch Putnam on this project not only for their beautiful aesthetic, but because we feel they truly embody our messages of inclusion and diversity in both the LGBTQIA+ and floral communities.”

“Understanding and appreciating nature’s diversity by creating beautifully unique arrangements as well as protecting nature by using sustainable resources is such a huge part of what we do,” said Michael Putnam, of Putnam & Putnam. “When Herbal Essences came to us with this opportunity to celebrate Pride by honoring nature’s diversity, we were thrilled to be a part of it both personally and professionally.”

The Herbal Essences Garden Wall will be located at 225 W. 4<sup>th</sup> Street, at the sight of the Riviera Cafe, a community landmark in NYC. Parade-goers and passersby can add flowers to the wall to honor themselves, a friend, mentor or someone they love, and anyone on social can tag #FlourishWithPride to have a flower contributed on their behalf. The wall will be open on Friday, June 28<sup>th</sup> and Saturday, June 29<sup>th</sup> from 11:00am – 6:00pm and Sunday, June 30<sup>th</sup> from 10:00am – 4:00pm.

When NYC Pride ends, Herbal Essences will donate the flowers from the Garden Wall to the Ali Forney Center, which helps LGBT homeless youth, and to Garbage Goddess, which works toward zero-waste floral events, so that the community and flowers can both continue to flourish.

As members, allies and advocates of the LGBTQIA+ community, Herbal Essences values and supports diversity. Together with parent company P&G, Herbal Essences is proud to continue its long-term commitment to embrace and advocate for diversity and inclusion in the LGBTQIA+ community and beyond. To learn more, visit <https://us.pg.com/diversity-and-inclusion/>.

For more about Herbal Essences’ activation at World Pride in NYC, visit the Herbal Essences Instagram channel (@HerbalEssences).

### **About Herbal Essences**

At Herbal Essences, we know it’s only natural to be different. In fact, nature nurtures diversity and so do we. We protect diversity in plants and embrace it in people and in our products. We see beauty in all plants, all people and all places. And when we don’t see it, we create it. We are committed to diverse ingredients, inclusively designed products and partnerships with experts and organizations that protect & preserve the

planet for all nature lovers. Now we've partnered with Royal Botanic Gardens, Kew, to endorse our real botanicals in Herbal Essences bio:renew. We believe in the positive power of nature. We're proud to be naturally cruelty-free and acknowledged for it by PETA.

To learn more about Herbal Essences visit [www.herbalessences.com](http://www.herbalessences.com), or follow us on Facebook: facebook.com/HerbalEssences, Twitter: twitter.com/HerbalEssences and Instagram: @herbalessences.

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Contact:

For Media Inquiries:  
Marina Maher Communications

Monica Almeida  
[malmeida@hellommc.com](mailto:malmeida@hellommc.com)  
212-485-6187

Alaina D'Arcangelo  
[adarcangelo@hellommc.com](mailto:adarcangelo@hellommc.com)  
212-485-1673

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