**FOR IMMEDIATE RELEASE --** Of interest to Business Editors and Journalists

**Lush Handmade Cosmetics to Receive 2016 Multicultural Award From the American Muslim Consumer Consortium (AMCC)**

NEWARK, NEW JERSEY (September 22, 2016) - Based on its commitment to ethical business practices of buying, manufacturing and support to 1,300 grassroots organizations through its Charity Pot program, the 2016 Multicultural Award will be presented to Lush Fresh Handmade Cosmetics by the American Muslim Consumer Consortium (AMCC) on October 1, 2016.

In February 2016, Lush ran a two week in-shop and digital campaign called Refugees Welcome to highlight the plight of the refugees from Syria and welcome them to new homes in North America. Using Arabic script and phonetic spelling – Ahlan wa Sahlan - in windows, on the homepage and on postcards of welcome that customers filled out, the campaign sold a limited edition soap called Hand of Friendship to raise money for organizations providing long term support to refugee re-settlement in the United States and Canada. Through its 240 shops and online sales of the limited edition soap, $300,000 was given to organizations in June 2016.

Lush Fresh Handmade Cosmetics creates innovative cosmetics using fresh fruits and vegetables, the finest essential oils and ingredients that are ethically and sustainably sourced. Never tested on animals, every single Lush product is vegetarian; and Lush supports Fair Trade, Community Trade and charitable initiatives, following the simple policy: have the least possible impact on the environment while still producing beautiful and effective products.

“AMCC prides itself in giving a Multicultural Award each year to a company which promotes diversity, ethics, and is inclusive to all minorities in America. Lush Fresh Handmade Cosmetics has demonstrated that they go beyond all of this with their Charity Pot program. It’s a great example of a company and brand,” stated Sabiha Ansari, Co-Founder of the American Muslim Consumer Consortium. Past recipients of this award include Best Buy, Ogilvy & Mather, Saffron Road, and The Halal Guys.

The **American Muslim Consumer Consortium (AMCC)** will convene on October 1, 2016 at the Renaissance by Marriott Hotel at Newark Airport, New Jersey. This is the sixth year the conference is being held.

*“The Emerging Paradigm: Faith, Values & Innovation”* is this year’s theme. Among the speakers will be Dalia Mogahed, Director of Research, Institute for Social Policy and Understanding (ISPU), she is often seen on popular media for her insights; Arun Saraswat, CEO of MindPropel, offers a workshop on *Growth-Hacking: Scaling to 8-Figures in 24 Months*; Chris Blauvelt, Founder and CEO of LaunchGood, who is conducting a crowdfunding workshop; and Khalid Elsayed, President and CEO of Guidance Financial Group, who is a featured panelist discussing current trends, responsible finance, and ethical investing.

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Also a very popular segment, the AMCC Entrepreneur Showcase is a Shark Tank-style competition among 5 promising start-ups vying for a $10,000 prize. This competition has been replicated in several entrepreneur competitions in the U.S. and internationally since its inception at the AMCC 2010.

AMCC has created a valuable arena for the relaxed exchange of ideas and activities between the Muslim and non-Muslim business communities with diverse cultural backgrounds. Common ground and shared interests have emerged in an atmosphere of understanding and tolerance, and this all helps to confirm the value – economic, social and spiritual – of the Muslim community in the USA.

To receive more information on the 6th American Muslim Consumer Conference, please visit <http://2016.americanmuslimconsumer.com>.

About the American Muslim Consumer Consortium (AMCC)

AMCC is a registered, 501c3 non-profit organization and the only platform dedicated to developing the American Muslim consumer market. The objective of AMCC is to empower Muslim Consumers and entrepreneurs. Since 2009, AMCC has held an annual conference and Entrepreneur Competition in the US showcasing businesses and entrepreneurs whose products and services come from socially responsible ideas that benefit consumers as well as comply with Islamic values. For more information, please visit http://www.americanmuslimconsumer.com

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