



Responses to “Operation Courage Is Beautiful” Have Been Enthusiastically Positive

“It sounds like a great effort and I haven't heard of anything else like this geared just towards women. Thanks for thinking of us!”

– Female service member in US Air Force currently stationed in Del Rio, TX

“Something as simple as a favorite scented soap/lotions can make the biggest difference in how you feel about yourself... when a person is comfortable in their own skin they project a certain level of confidence and are more willing to exert themselves and are happy. Our skin [and] hair all react differently when we switch environments. These products alleviate some of the issues we may have and ultimately help us feel good about ourselves as well as maintain some sort of normalcy level. Deployments are hard regardless of how many a person has been on. The more we've been on the more we learn from them. So what others view as "frivolous" is really a morale and self esteem booster for us.”

– Heather Diaz-Keane, San Diego resident currently serving in Iraq

“What a great thing to do for our women in uniform. I would love to contribute to Operation Courage...I am a Navy Vet, so ALL we do for our "heroes" in uniform is tremendous.”

– Retired Male US Navy Veteran in Santa Monica, CA

“The environment out there is just brutal. It's can get really uncomfortable, with the heat and sandstorms. Sometimes the water quality is bad. Having nice shampoo, conditioner, hand lotion and sunscreen helps to alleviate that. There's just so much we can improve on ourselves... like learning about makeup and skincare, anything instructional or educational. The need is great... anything Operation Courage is Beautiful can do would be a huge help!”

– Female, former officer of US Army in West Point, NY

Operation Courage is a not-for-profit community project with a mission to send care packages to women at the forefront, outfitted with much needed beauty care products. The packages demonstrate the support from communities and companies back home and help boost morale in a tough job. The effort is spearheaded by Cindy Chan, Founder & CEO of StyleSynch.com, in partnership with the Veterans of Foreign Wars Post 3787 and the San Diego Armed Services YMCA, and engages a network of volunteers and sponsors from community organizations and corporations.

StyleSynch is a women and minority-owned small business revolutionizing the way women relate to their tech gear by bringing style to every girl's digital life.

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To obtain more information, visit <http://StyleSynch.com>. To schedule an interview with Cindy Chan, CEO of StyleSynch.com, please call 858.225.9892 or email Courage@StyleSynch.com.

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