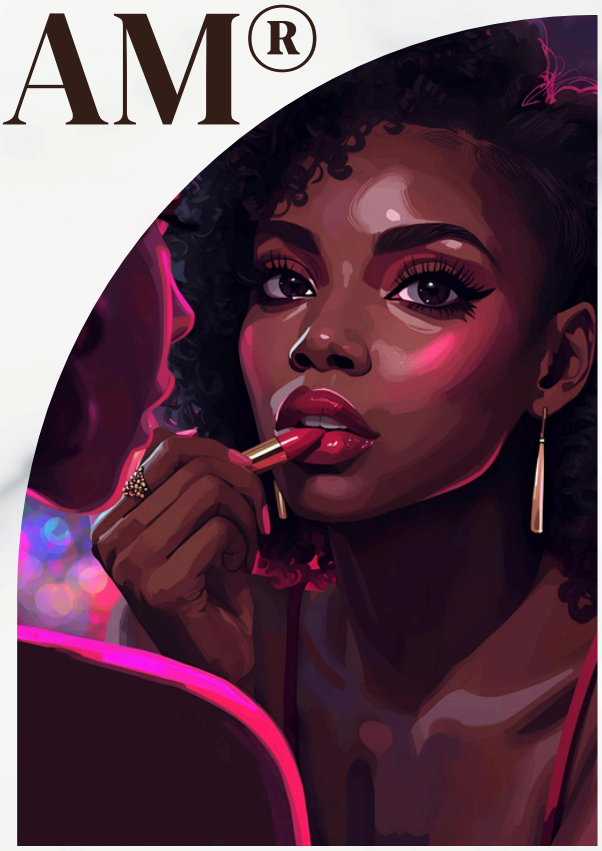
Social STEAM®

Lipsticks & Shadows Curriculum

An Empowering Partnership between Demoiselle 2 Femme, NFP and Reel Beauty, Inc.



INTRODUCTION

Across the nation, girls—especially Black and Latina girls—remain underrepresented in STEM fields, not because of ability, but because of limited access, confidence gaps, and systemic barriers. According to Are the Girls Well, the Coalition on Urban Girls'White Paper, access to STEM education is critical to empowering urban girls and closing persistent equity gaps. Social STEAM® responds to this need by integrating Social Emotional Learning (SEL) with Science, Technology, Engineering, Arts, and Math (STEAM) education. By merging heart and mind, this model helps girls build confidence, self-awareness, and a sense of purpose while exploring diverse career pathways. It empowers them to redefine beauty, intelligence, and success—seeing themselves not only as learners but as future innovators, creators, and changemakers.

PROGRAM OVERVIEW

Social STEAM® integrates Social Emotional Learning (SEL) with Science, Technology, Engineering, Arts, and Math (STEAM) to empower girls to explore identity, purpose, and possibility. Through creative, beauty-industry-inspired lessons, girls build self-confidence, self-efficacy, and 21st-century learning skills (communication, collaboration, creativity, and critical thinking). The program aligns directly with the **five CASEL pillars: Self-Awareness, Self-Management, Social Awareness, Relationship Skills, and Responsible Decision-Making**

Lipsticks & Shadows, a signature ten-session series within Social STEAM®, uses metaphors and tools from makeup artistry to teach deeper life lessons about authenticity, confidence, and resilience—helping girls define beauty from the inside out while envisioning careers in STEAM fields.



PROGRAM OBJECTIVES

By the end of the series, participants will:

- Demonstrate increased self-awareness and confidence in their unique identity and strengths.
- Apply social-emotional learning strategies to decision-making and peer relationships.
- Identify STEAM concepts and careers, including those within the beauty industry.
- Exhibit growth in creativity, communication, and collaboration through project-based learning.

LIPSTICKS & SHADOWS

Session Title	SEL Alignment	Lesson Focus & Learning Objectives
1.Prime Time	1.All 5 Pillars	1. Introduces Social STEAM and SEL; explores women's representation in STEAM careers.
2. What's Your Foundation?	2. Self-Awareness, Responsible Decision-Making	2. Challenges societal beauty standards; connects chemistry to product creation.
3. What Are You Concealing?	3. Self-Awareness, Self-Management	3. Addresses trauma, emotional regulation, and self-acceptance.
4. Beauty Mark	4. All 5 Pillars	4. Explores self-image through art and math; interprets "Beauty Mark Equation" for self-worth.
5. Beat Face	5. Relationship Skills	5. Identifies healthy vs. unhealthy relationships and personal boundaries.
6. Lip Service	6. Self-Management, Social Awareness	6. Demonstrates positive communication and its impact on self-image.
7. All About Eyes	7. Responsible Decision-Making	7. Uses vision boarding to cultivate goal-setting and purpose mapping.
8. Blushing With Boldness	8. Self-Management	8. Encourages courage and self-efficacy for pursuing STEAM majors/careers.
9. Full Face	9. Self-Awareness, Relationship Skills	9. Discusses holistic balance across mental, physical, relational, and spiritual health.
10. Dare to Dream in STEAM	10. All 5 Pillars	10. Synthesizes learning and goal-setting for lifelong achievement and leadership.

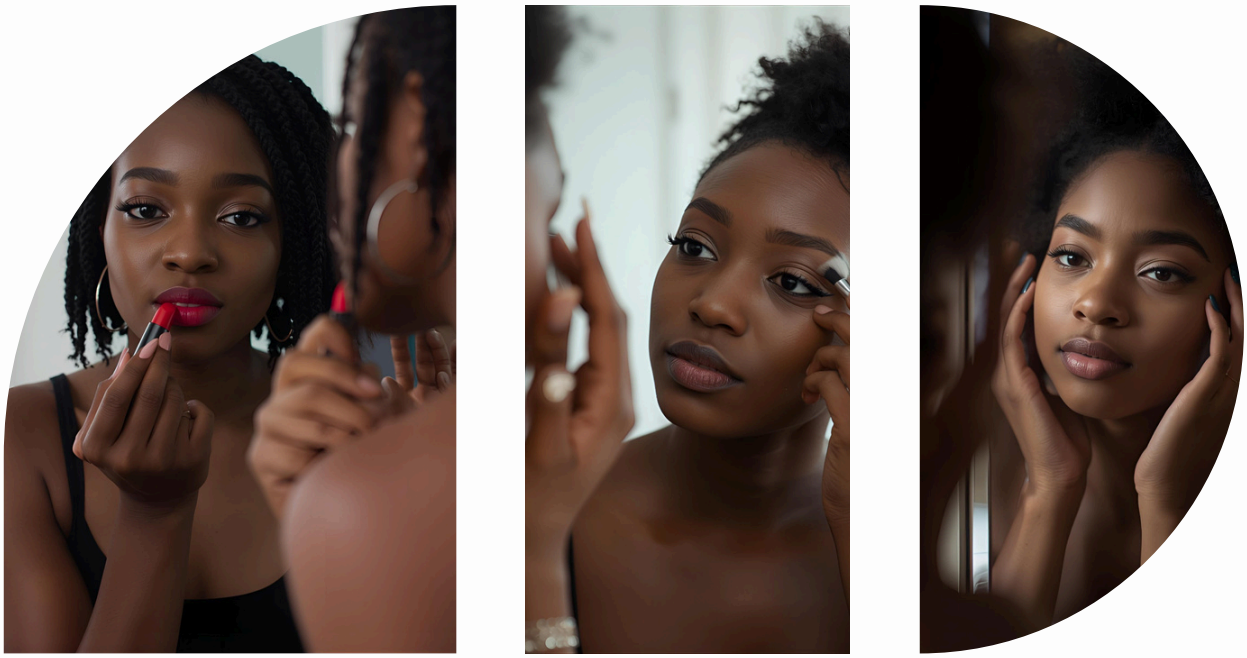
PROGRAM IMPACT — CURRICULUM FINDINGS

PRE- AND POST-SURVEYS (N=100+) REVEALED SIGNIFICANT GROWTH ACROSS KEY INDICATORS OF
CONFIDENCE, SELF-AWARENESS, AND STEAM ENGAGEMENT

FCEA GIRLS CONFERENCE SURVEY RE…

- Confidence in Beauty rose from 75% to 92% (Agree/Strongly Agree).
- Understanding the Connection between Chemistry & Beauty Products
- increased from 55% to 95%.
- Knowledge of Possible STEAM Careers grew from 63% to 89%.
- Understanding of Purpose improved from 57% to 97%.
- Belief in the Power of Choices reached 100% (Agree/Strongly Agree).





MEET THE ORGANIZATIONS:

Demoiselle 2 Femme, NFP (D2F) is a Chicago-based nonprofit organization founded in 1994 to transform the lives of girls living in urban communities through education, leadership, and holistic youth development. For over 30 years, D2F has empowered more than 7,000 girls to become college graduates, community leaders, and change agents. D2F's PRIDE (Power. Respect. Intelligence. Desirable. Endurance.) Curriculum is an evidence-based holistic youth development model that integrates critical thinking, health promotion, decision-making, goal-setting, and social skills to cultivate self-awareness, confidence, and lifelong success. www.demoiselle2femme.org

Reel Beauty, Inc. is a 501(c)(3) international nonprofit organization dedicated to empowering girls and young women to rediscover their inner and outer beauty while becoming confident, productive citizens. Over the past 15 years, the organization has mentored more than 3,000 girls in Chicago Public Schools through its 14-week self-esteem and conflict resolution curriculum and implemented its international Uzuri Wa Kweli ("Reel Beauty" in Swahili) program in Tanzania, Africa. Reel Beauty has also partnered with the Girl Scouts of Greater Chicago and Northwest Indiana for 15 years, mentoring over 500 participants in violence prevention workshops that promote peace, leadership, and self-worth.

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Get in Touch!

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