



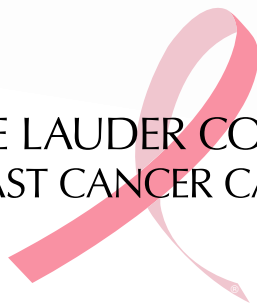
# Beautifully United to Help End Breast Cancer

Since 1992, The Estée Lauder Companies and its charitable foundation have funded more than \$118 million to support research, education and access to medical services globally.

See how you can be a part of making an impact and help create a breast cancer-free world.

#TimeToEndBreastCancer

ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN



Learn more  
[ELCompanies.com/BreastCancerCampaign](https://ELCompanies.com/BreastCancerCampaign)

  @esteelaudercompanies    The Estée Lauder Companies

# *CONTENTS*

---

- 3 2023 Breast Cancer Campaign
- 6 Voices of The Breast Cancer Campaign
- 8 Breast Cancer Research Foundation®  
(BCRF) Researchers
- 10 Our Global Impact
- 12 Pink Ribbon Products



# THE ESTÉE LAUDER COMPANIES' 2023 BREAST CANCER CAMPAIGN

Beautifully United to Help End Breast Cancer

## A GLOBAL MOMENT

**The Estée Lauder Companies (ELC) is dedicated to advancing possibilities for people around the world. As a company that lives its shared values, ELC has been at the forefront of supporting the global breast cancer community for more than 30 years.**

At a time when breast cancer wasn't spoken about openly, Evelyn H. Lauder saw an opportunity to bring awareness to the disease and address stigmas in women's health. In 1992, she co-created the pink ribbon and founded **The Estée Lauder Companies' Breast Cancer Campaign (The Campaign)** - inspiring a global movement around The Campaign's mission to help create a breast cancer-free world for all.

## OUR COMMITMENT TO ADVANCE IMPACT WORLDWIDE

Evelyn Lauder made a difference by convening people and organizations around the world to help advance change. The Campaign is a testament to Evelyn's legacy and ELC's authentic heritage as a global corporate leader in breast cancer. In 1993, Evelyn founded the Breast Cancer Research Foundation® (BCRF), The Campaign's leading non-profit organization partner dedicated to advancing the world's most promising research to eradicate breast cancer.

As ELC's largest corporate social impact program, The Breast Cancer Campaign is a cornerstone of the company's social investments in women's advancement and health and continues to inspire purpose-driven action. Today, The Campaign supports more than 60 organizations around the world that facilitate real change aligned to the diverse needs of local communities.

**Together, The Breast Cancer Campaign and The Estée Lauder Companies Charitable Foundation have funded more than \$118 million USD for lifesaving global research, education and medical services, with more than \$93 million USD funding medical research through BCRF.**

For more than 30 years, The Breast Cancer Campaign and its supporters have taken action to drive significant progress against the many facets of this disease. Breast cancer mortality rates have decreased by 43% among women since the late 1980s because of earlier detection and improved treatment.<sup>1</sup>

Through The Campaign, ELC is committed to continuing the meaningful work that helps provide critical improvements in breast cancer through the collective efforts of employees, consumers and partners worldwide. These include raising funds to advance life-saving scientific research, expanding access to medical resources and care, advocating for greater awareness and early detection, developing educational materials, amplifying diverse points of view from thought-leaders around the world, and many more.

1. American Cancer Society® Facts and Figures 2022-2024

## A DIVERSE DISEASE

The fact remains, breast cancer is still the most commonly diagnosed cancer worldwide. In 2020, female breast cancer surpassed lung cancer as the most commonly diagnosed cancer, with an estimated 2.3 million new cases diagnosed.<sup>2</sup>

Breast cancer is not a single disease, but many diseases – and they impact everyone differently. By approaching breast cancer as a diverse disease, The Campaign will continue to help identify and address the disparities that exist around the globe in areas such as prevention, screening, diagnosis, treatment, education, and support services.

Globally, breast cancer causes the **GREATEST NUMBER OF CANCER-RELATED DEATHS** among women.<sup>1</sup>

**1 in 9** women in Belgium will develop breast cancer in their lifetime.<sup>2</sup>

Men can also have Breast Cancer.

Despite the 40% improvement in breast cancer mortality rates seen in higher income countries since the 1980's, this has not been achieved in lower and middle-income countries.

Every year, more than **10,500** new breast cancer patients are diagnosed in Belgium. **82%** of breast cancer patients are over 50 years of age.<sup>2</sup>



*In Belgium, Breast Cancer accounts for 25% of cancer diagnoses in women. 87% of female patients are still alive 5 years after diagnosis. After 10 years, 75% of patients are still alive.<sup>2</sup>*

**THE 5-YEAR SURVIVAL RATE IN INDIA IS ONLY 66%** and in **SOUTH AFRICA ONLY 40%** compared to higher income countries at 90% and higher.<sup>3</sup>

In May of 2023, the U.S. Preventive Services Task Force announced it was **revising its previous guidelines** and is now **recommending women with an average breast cancer risk receive mammograms beginning at age 40 instead of 50.**<sup>4</sup>

The change comes as **diagnoses are on the rise in women under 50**, and the task force emphasized that **Black women especially be screened at 40 because they're more likely to be diagnosed at younger ages and with aggressive breast cancers**, leading to worse outcomes. This news highlights the continued need to personalize screening.<sup>4</sup>

"A one-size-fits-all approach to screening recommendations creates vulnerable populations," said BCRF Chief Scientific Officer Dr. Dorraya El-Ashry. **"Personalized, risk-based screening should be the ultimate goal.** Research can and is helping us identify and even quantify that risk, better informing decisions around screening."

1. World Health Organization  
2. Pink Ribbon BE  
3. World Health Organization The Global Breast Cancer Initiative  
4. The Breast Cancer Research Foundation®

## ADVANCING POSSIBILITIES THROUGH RESEARCH

In honor of The Breast Cancer Campaign's 30th Anniversary (October 2022) - The Estée Lauder Companies Charitable Foundation made a commitment to donate **\$15 million over five years to BCRF to fund groundbreaking research that will further the goal of reducing breast cancer disparities and improving outcomes.**

In addition, research grants supported by The Campaign through BCRF span the entire spectrum of breast cancer research, from the basic biology of how healthy cells go awry and become cancerous to developing new diagnostic tests and new treatments, to research to improve a patient's quality-of-life during and after treatment.

Through the dedicated work of The Campaign, partners around the world have, and continue to, help address disparities in breast cancer research, advocate for equitable access to quality care, advance awareness and education, and provide life-saving medical services.

## BEAUTIFULLY UNITED TO HELP END BREAST CANCER

The call to end breast cancer is more urgent today than ever. Together, we can help create real progress against this disease - one that deserves global attention year-round, not only in October.

The Campaign will continue to inspire people everywhere to advocate for breast health. Join us in supporting the global breast cancer community so that no one loses their life to this disease.

*It's #TimeToEndBreastCancer*



# VOICES OF THE BREAST CANCER CAMPAIGN

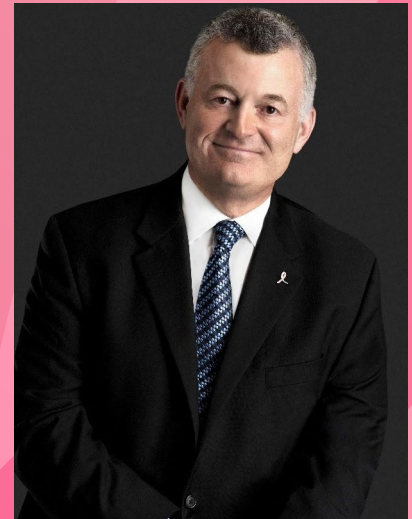
At ELC, we use the power of our company voice to stand behind those that are on the frontlines of meaningful change. Our cohort of passionate ambassadors, partners, leaders and employees come together to advance The Campaign's mission to help create a breast cancer-free world for all.

## WILLIAM P. LAUDER

**Executive Chairman, The Estée Lauder Companies Inc.**

*"The Estée Lauder Companies has an unwavering commitment to social impact, with The Breast Cancer Campaign at the forefront of these efforts. I am incredibly proud of the progress we have made ever since my mother, Evelyn H. Lauder, started The Campaign and co-created the Pink Ribbon over 30 years ago, in 1992.*

*Through The Campaign, our passionate employees and partners have come together to advance possibilities for those affected by breast cancer around the world. I am inspired by the impact we have made through our support of research, education, and access to care, but our work is not done – as breast cancer continues to be the most commonly diagnosed cancer worldwide. Together, we will continue powering progress, until we realize my mother's vision of a breast cancer-free world for all.*

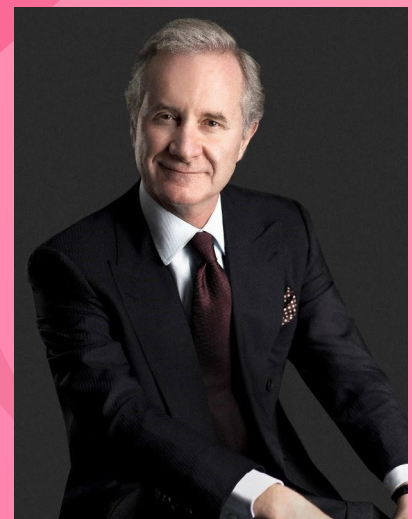


## FABRIZIO FREDA

**President and Chief Executive Officer, The Estée Lauder Companies Inc.**

*"At The Estée Lauder Companies, we have a longstanding history of advancing possibilities in the communities we live and work around the world. Our success as a company is deeply rooted in living our shared values, and The Breast Cancer Campaign represents the best of who we are and what we do.*

*As the company's largest corporate social impact program, The Campaign is the cornerstone of our social investments in women's advancement and health. The powerful and lasting impact The Campaign continues to make globally is made possible by the tremendous dedication of our employees, consumers and partners. Through our collective efforts, we continue to advance this purpose-driven work to support all of those touched by breast cancer."*





# ELIZABETH HURLEY

**Global Ambassador,**

*The Estée Lauder Companies' Breast Cancer Campaign*

*"For over 30 years, The Estée Lauder Companies' has continued to make a profound impact on the global community through its Breast Cancer Campaign. I have had the honor of witnessing the progress since Evelyn Lauder asked me to join her in The Campaign, shortly after its founding. She was passionate about destigmatizing breast cancer and working towards a cure. Her mission really resonated with me because I had recently lost my grandmother to the disease and she never wanted to speak about it until it was too late. I knew that we could change that – and we have. Today, this continues to be some of my most meaningful work.*



*Although we have made advancements, each year I am reminded of how significantly this diverse disease affects us all – patients, doctors, medical personnel, families, loved ones, and more. Which is why we must continue The Campaign's messages about breast health, early detection, the importance of self-checking, as well as fund life-saving scientific research. Together, we can carry on Evelyn's legacy – to help create a breast cancer-free world for all."*





## RESEARCH *IN ACTION*

The Estée Lauder Companies' Breast Cancer Campaign and the Breast Cancer Research Foundation® (BCRF) have continued a long-standing partnership to fund breast cancer research, since BCRF's founding by Evelyn H. Lauder in 1993.

Together, The Breast Cancer Campaign and The Estée Lauder Companies Charitable Foundation have funded **more than \$118 million for lifesaving global research, education and medical services - with more than \$93 million funding medical research** through the Breast Cancer Research Foundation®

---

In honor of The Campaign's 30th Anniversary in 2022 - **The Estée Lauder Companies Charitable Foundation made a commitment to donate \$15 million over five years to BCRF to fund research that will further The Campaign's goal of addressing breast cancer disparities and improving outcomes.**

The \$15 million donation over five years will fund a new BCRF research initiative to accelerate The Campaign and BCRF's collective goal of reducing breast cancer disparities and improving outcomes. This comprehensive study of the intersection of social determinants of health, comorbidities, and the biology of breast cancer in Black women has the potential to significantly impact breast cancer disparities globally. It will help advance personalized breast cancer health care across prevention, diagnosis, and treatment for those at most risk of dying from the disease and has the potential to be

---

**Through the thirty-year partnership between ELC and BCRF, advancements have been made that have contributed to:**

- Expanding understanding of triple-negative breast cancer, the most aggressive form of the disease that disproportionately impacts Black women
- Improving precision medicine by identifying new therapeutic targets, and identifying the mechanisms of metastatic disease
- Improving the quality of life for patients experiencing the life-altering diagnosis of breast cancer
- A myriad of other advancements across the spectrum of breast cancer research, education, and medical services





# WHAT RESEARCH DOES FUNDING SUPPORT?

## *IMPROVING TREATMENT*

- Developing novel combination approaches for treatment of aggressive breast cancers
- Developing new strategies to improve response to immunotherapies
- Identifying biomarkers and targeted therapies to personalize cancer therapies to each individual patient

## *ADDRESSING DISPARITIES*

- Identifying barriers to timely treatment for under-represented and other vulnerable populations to improve access to quality care
- Developing ways to prepare Black breast cancer patients to engage with their providers to discuss participation in clinical trials
- Analyzing how different clinical and genetic features affect breast cancer recurrence and survival across different racial groups
- Advancing the understanding of breast cancer disparities to improve the delivery of care in Rwanda
- Building infrastructure to conduct clinical trials to improve breast cancer treatment in West Africa

## *TUMOR BIOLOGY*

- Studying tumor processes to identify genes and pathways as potential targets in rare or aggressive breast cancers
- Studying the interaction between tumor cells and non-tumor cells in the microenvironment to identify novel strategies for prevention or treatment

## *METASTATIC BREAST CANCER*

- Identifying strategies to improve treatments for patients with metastatic breast cancer
- Developing and using blood-and tissue-based biomarkers to identify breast cancers with a high risk of recurrence
- Seeking approaches to prevent resistance to targeted therapies in advanced breast cancer

## *LIFESTYLE & PREVENTION*

- Improving ways to assess risk in young girls with a family history of breast cancer
- Designing personalized weight loss intervention to reduce the risk of breast cancer and breast cancer recurrence
- Studying the impact of lifestyle during puberty on the future risk of breast cancer

## *SURVIVORSHIP & QUALITY OF LIFE*

- Advancing the understanding of the long-term effects of breast cancer diagnosis and therapy to find ways to improve the quality of life for patients living with breast cancer
- Developing tools to improve communication between doctors and patients regarding genetic testing
- Understanding the impact of stress associated with receiving a breast cancer diagnosis on patient outcomes and quality of life

*Since 1993, BCRF-supported investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment, and survivorship.*

*For 2022 -2023, The Estée Lauder Companies is supporting BCRF research in eight countries: Canada, France, Italy, Nigeria, Rwanda, Switzerland, UK, and the US.*



## GLOBAL *IMPACT*

For more than 30 years, The Estée Lauder Companies' Breast Cancer Campaign (The Campaign) has been dedicated to advancing the possibility of a breast cancer-free world for all by supporting research, education and medical services worldwide.

Through the invaluable efforts of employees, consumers and partners, The Campaign continues to drive forward meaningful impact in support of the global breast cancer community in a multitude of ways, including:

- Funding medical research and fellowships worldwide
- Identifying and addressing disparities that exist across the entire breast cancer landscape
- Advancing conversations on the importance of breast health education and early detection by facilitating discussions between the breast cancer community, medical experts and key opinion leaders
- Supporting the building and updating of various care centers to treat and support breast cancer patients
- Funding medical resources and services including access to mammograms and screenings for vulnerable groups with limited access to healthcare
- Positively impacting the lives of people with breast cancer and their families by helping to provide support, therapy and counseling programs
- Producing and distributing information materials and pink ribbons worldwide



# GLOBAL HIGHLIGHTS

Through The Breast Cancer Campaign, The Estée Lauder Companies (ELC) supports 60+ organizations around the world that facilitate real change aligned to the diverse needs of local communities. These include:

## BENELUX

In 2022 ELC *Benelux* began a new partnership with Jules Bordet Institute (Belgium) to fund the research of Professor Christos Sotiriou, in which Artificial intelligence is used as a tool to model triple negative breast cancer heterogeneity towards an optimized patients' care. The main purpose of this study is to apply artificial intelligence models to predict the expression of relevant biomarkers associated with response to anticancer drugs and immunotherapy from pathological images only. The main goal is to assist clinicians for outcome prediction, towards an optimized treatment of triple negative breast cancer patients. Since 2020, ELC Benelux actively works with Antoni van Leeuwenhoek Foundation (The Netherlands), helping to fund a special project for breast cancer patients during pregnancy and while nursing. In addition, ELC Benelux continues to align its Breast Cancer Campaign program with NGO partners Leuven Cancer Institute (LKI) and Pink Ribbon Foundation Belgium.

## FRANCE

ELC *France* helps advance life-saving scientific research and supports educational initiatives on breast cancer awareness and early detection through Ruban Rose, a non-profit organization co-founded by the company.

## GREECE

In *Greece*, ELC funds mammograms to women with limited access to medical services across the country, including remote islands, through the Hellenic Anticancer Society's (EAC) Pink Mobile Mammogram Unit.

## KOREA

ELC *Korea* maintains its long-standing partnership with the Korean Cancer Society (KCS), supporting initiatives surrounding public education, breast cancer awareness, and medical services for patients with limited access to care.

## ITALY

Through the AIRC Foundation for Cancer Research (AIRC), ELC *Italy* raises funds to support multiple three-year fellowships, named after the company, to a new generation of breast cancer researchers dedicated to the treatment of cancer.

## MEXICO

In *Mexico* ELC helps women in need who have been diagnosed with breast cancer, as well as their families, by providing funding for housing and mental health resources in historically marginalized communities through Cruz Rosa Mexicana.

## MIDDLE EAST

In the *Middle East*, ELC continues to support the Al Jalila Foundation, in partnership with Brest Friends, helping to raise awareness on the importance of early detection of breast cancer, furthering patient support with medical treatment and funding local breast cancer research.

## SINGAPORE

In *Singapore*, ELC raises funds that helped create and now maintain a specialized area, the Positive Image Room, in Singapore's first Breast Cancer Center, which is a safe space where patient can access resources while undergoing treatment.

## SOUTH AFRICA

In partnership with the Faraja Cancer Support Trust, ELC *South Africa* funds mammograms for local women within the community with limited access to care, as well as supports the acquisition of new equipment for the organization.

## U.K. & IRELAND

ELC in the *U.K. and Ireland*, continues to support London's first-ever specialized breast cancer support center, Future Dreams House, offering free, personalized services, addressing the emotional and physical side-effects of treatment. The region remains focused on the relationship between intersectionality and disparities in breast cancer care as well as providing accessible education on early detection.



# PINK RIBBON PRODUCTS

Seventeen of The Estée Lauder Companies' beauty brands raise funds for the Breast Cancer Research Foundation® (BCRF through product sales and flat donations helping to advance the possibility of a breast cancer-free world.

*All of the information provided is under embargo and cannot be included until the October issue timing.*

Products available in Belgium:

AVEDA

## *Hand Relief™ Moisturizing Creme with Rosemary Mint aroma*

Moisturize dry hands and leave them noticeably softer and smoother. Ultra-rich creme formulated with Andiroba oil and other plant hydrators infuse skin with nourishment, featuring our invigorating rosemary mint aroma.

**Size:** 100ml

**Suggest Retail Price:** €25.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Aveda will donate €10.00 from the retail price of Hand Relief™ Moisturizing Creme with Rosemary Mint aroma to BCRF from 24/09/23 to 30/06/24 or until supplies last.

**Available at:** Aveda.eu, participating Aveda Salons and independent stores

**Website:** Aveda.eu



CLINIQUE

## *Great Skin, Great Cause. Limited-Edition Moisture Surge™ 100-H Auto-Replenishing*

Great Skin, Great Cause. More than moisture: Clinique's refreshing fan-favorite hydrator, in a limited-edition design to honor and support breast cancer awareness.

**Size:** 50ml

**Suggest Retail Price:** € 38.50

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, CLINIQUE will donate 25% from the retail price of Limited-Edition Moisture Surge™ 100H Auto-Replenishing Hydrator, to BCRF from 15/09/23 to 30/06/24 or until supplies last.

**Available at:** Clinique.be, Inno and participating independent stores

**Website:** Clinique.be



In support of The Estée Lauder Companies' Breast Cancer Campaign, Éditions de Parfum Frédéric Malle will donate \$13,000 to BCRF in 2023. The purchase of Éditions de Parfum Frédéric Malle products will not impact the flat donation amount.

**Website:** Fredericmalle.com

## EDITIONS DE PARFUMS FREDERIC MALLE

ESTÉE LAUDER

### *Advanced Night Repair Synchronized Multi-Recovery Complex*

Experience the next generation of the Advanced Night Repair serum in a limited-edition bottle, honoring and supporting breast cancer awareness.

With its exclusive, multi-dimensional technology, this formula harnesses the restorative power of night to deliver accelerated visible renewal. This fast-penetrating serum reduces the look of multiple signs of aging caused by the environmental assaults of modern life. Skin looks smoother and less lined, younger, more radiant, and even toned. Reveal beautiful, healthy-looking skin today.

**Size:** 50ml

**Suggest Retail Price:** €140.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the retail price of the Advanced Night Repair Synchronized Multi-Recovery Complex to BCRF from 1/09/23 to 30/06/24 or until supplies last.

**Available at:** Esteelauder.be, Ici Paris XL, Inno and participating independent stores

**Website:** Esteelauder.be



ESTÉE LAUDER

### *Empowered in Pink Pure Color Lipstick Collection*

Statement-making shades. Striking color. Long-wearing. Lip-adoring. This collection includes a refillable lipstick with two refills, all in a unique, hot pink mini bag. Empowered in Pink Pure Color Lipstick Collection is in three shades (Rebellious Rose, Love Bite and Power Kiss).

**Size:** One full-size refillable lipstick with two refills

**Suggest Retail Price:** €44.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the retail price of Empowered in Pink Pure Color Lipstick Collection to BCRF from 1/09/23 to 30/06/24 or until supplies last.

**Available only online** Esteelauder.be

*Kilian*  
PARIS

In support of The Estée Lauder Companies' Breast Cancer Campaign, Kilian Paris will donate \$25,000 to BCRF in 2023. The purchase of Kilian Paris products will not impact the flat donation amount.

**Website:** Bykilian.com



JO MALONE LONDON

### *Peony & Blush Suede Cologne*

The scent of peonies in voluptuous bloom, exquisitely fragile. Flirtatious with the juicy bite of red apple. Mingling with the sensuality of soft, blush suede. Featuring a limited-edition bottle design.

**Size:** 100ml

**Suggest Retail Price:** €138.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Jo Malone London will donate 40% from the retail price of this product to BCRF from 1/10/23 to 30/06/24, or until supplies last. **Available at:** Jomalone.eu, Jo Malone London Stores, Parfuma and Inno

**Website:** Jomalone.eu

---

smashbox

SMASHBOX

In support of The Estée Lauder Companies' Breast Cancer Campaign, Smashbox will donate \$10,000 to BCRF in 2023. The purchase of Smashbox products will not impact the flat donation amount.

**Website:** Smashbox.com



TOM FORD

### *Lip Color in 04 Indian Rose*

This pigment-packed Lip Color in 04 Indian Rose delivers moisturizing, high-impact color and impeccable polish. Presented in limited-edition pink packaging to honor and support TOM FORD BEAUTY's commitment to the Breast Cancer Research Foundation®.

**Size:** 3g

**Suggest Retail Price:** €60.00

**Amount of Donation:** Tom Ford Beauty will donate 30% of the retail price of Lip Color in 04 Indian Rose to BCRF from 1/10/23 to 30/06/24 or until supplies last.

**Available at:** Parfuma and Inno

**Website:** Tomford.com/beauty

---

*Too Faced*

In support of The Estée Lauder Companies' Breast Cancer Campaign, Too Faced will donate \$30,000 to BCRF in 2023. The purchase of Too Faced products will not impact the flat donation amount.

**Website:** Toofaced.com

Thank you for your ongoing partnership and support.

*#TimeToEndBreastCancer*



ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN



Follow The Estée Lauder Companies

#TimeToEndBreastCancer

[ELCompanies.com/BreastCancerCampaign](https://ELCompanies.com/BreastCancerCampaign)