




ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN

# Beautifully United to Help End Breast Cancer



Since 1992, The Estée Lauder Companies and its charitable foundation have funded more than \$131 million to support research, education and access to medical services globally.

#TimeToEndBreastCancer

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

  @esteelaudercompanies   The Estée Lauder Companies



# THE ESTÉE LAUDER COMPANIES’ 2024 BREAST CANCER CAMPAIGN

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## A GLOBAL MOMENT

**For 30 years and counting The Estée Lauder Companies has been a catalyst of progress towards a breast cancer-free world.**

At a time when an open conversation about breast cancer was needed, Evelyn H. Lauder recognized the need for change. She made it her mission to bring awareness to the disease, address stigmas in women’s health and advocate for action. In 1992, she co-created the pink ribbon and launched The Estée Lauder Companies’ Breast Cancer Campaign (The Campaign), inspiring a global movement.

Together, The Campaign and The Estée Lauder Companies Charitable Foundation have funded more than \$131 million for lifesaving global research, education, and medical services with more than \$103 million funding medical research through the Breast Cancer Research Foundation® (BCRF).

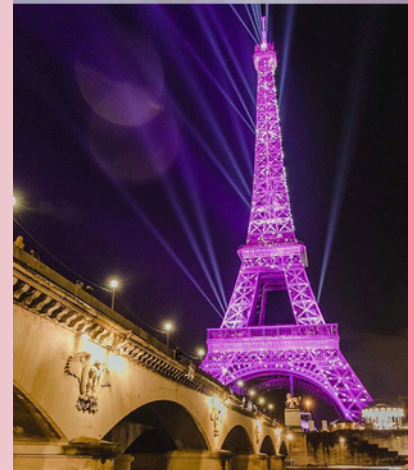
## OUR COMMITMENT TO ADVANCE IMPACT WORLDWIDE

Evelyn Lauder convened people and organizations around the world to make a difference. Recognizing the critical need to fund research, in 1993 she founded the Breast Cancer Research Foundation (BCRF). BCRF remains The Campaign’s leading non-profit partner, dedicated to advancing the world’s most promising research. Evelyn Lauder’s voice and persistence in shining a light on this disease laid the groundwork to help people everywhere live better, healthier lives.

And her legacy endures – uniting employees, consumers, and partners, to continue pioneering her vision. The Campaign remains a testament to Evelyn’s indelible commitment and ELC’s role as a leader in breast cancer advocacy. Today, it supports more than 60 organizations worldwide, addressing the unique needs of local communities.

As ELC’s largest corporate social impact program, The Breast Cancer Campaign is a cornerstone of the company’s commitment to women’s advancement, health, and education. It drives meaningful impact by advancing life-saving scientific research, expanding access to medical resources, addressing disparities, and accelerating education to promote prevention and early detection. Through The Campaign, ELC has remained a longstanding supporter of women in science, research and medicine – funding numerous grants and programs around the world and accelerating opportunities for women in STEM.

- In 2022 ELC **Benelux** started a 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.
- In **France**, ELC continues to fund breast cancer research through its 30-year+ partnership with co-founded non-profit, Ruban Rose
- ELC leverages its convening power in the **United Kingdom** by engaging with local ambassadors and organizations to spread breast cancer awareness across diverse, multi-generational audiences and continues to support London’s first-ever specialized breast cancer center, Future Dreams House, which offers personalized patient services.



## A DIVERSE DISEASE

Breast cancer mortality rates among women have dropped by 43% due to earlier detection and better treatment since the late-1980's<sup>1</sup>. Despite the progress that has been made, there is still work to be done.

Breast cancer is both the most commonly diagnosed cancer and the leading cause of cancer death in women worldwide. These sobering statistics are stark reminders of why the work must continue. This disease impacts us all, but not always equally, with differences in incidence rates and outcomes varying significantly across population.

“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.”

*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.*

*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>2</sup>*

## ADVANCING POSSIBILITIES THROUGH RESEARCH

BCRF research grants supported by ELC span the entire continuum of breast cancer research, from understanding basic cell biology to developing new diagnostic tests and enhancing patient quality-of-life during and after treatment. BCRF funds investigators who have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment, survivorship, and metastasis.



*William P. Lauder and Elizabeth Hurley at the Empire State Building in NYC*

*“My mother, Evelyn Lauder, said that if we were to find a cure for breast cancer – it would have to be done through the collaborative efforts of many. ELC’s employees, consumers, and partners, as well as brilliant science researchers, are dedicated to making my mother’s dream of a world without breast cancer, a reality. I am inspired by the commitment of so many to her mission of saving lives.”*

*– William P. Lauder, Executive Chairman, The Estée Lauder Companies*

For The Breast Cancer Campaign’s 30th Anniversary in October 2022, The Estée Lauder Companies Charitable Foundation committed \$15 million over five years to BCRF to fund research aimed at reducing breast cancer disparities and improving outcomes in Black women. See page 6 to learn more about the research ELC supports.

Through strategic partnerships with organizations focused on breast health, ELC continues to advance research, address disparities, spread awareness, and encourage equitable access to care so that all are empowered to advocate for their breast health.

1. American Cancer Society® Facts and Figures 2022-2024  
2. The Breast Cancer Research Foundation®

## BEAUTIFULLY UNITED TO HELP END BREAST CANCER

Breast cancer transcends boundaries – fostering a collective spirit of compassion and determination. Together, we can achieve real progress so that women everywhere are breast health aware, and empowered to live better, healthier lives.

The Campaign will continue inspiring breast health advocacy for all. Join us as we beautifully unite until no one loses their life to this disease.

*“I’ve personally witnessed the profound impact ELC’s Breast Cancer Campaign has made since Evelyn Lauder asked me to join her, shortly after its founding. Its mission resonated because I had recently lost my grandmother to the disease. She never wanted to speak about her diagnosis until it was too late. I knew that through The Campaign we could change the conversation and help save lives – and we have. Today, this remains some of my most meaningful work and the advancements must continue.”*

*– Elizabeth Hurley, Global Ambassador,  
The Estée Lauder Companies’ Breast Cancer Campaign*

## #TimeToEndBreastCancer

Globally, breast cancer causes the  
**GREATEST NUMBER  
OF CANCER-  
RELATED DEATHS**  
among women.<sup>3</sup>

**DID YOU KNOW?**

**1 in 8**

women in Belgium will develop breast cancer in their lifetime.<sup>4</sup>

Approximately  
**1 in 1.000 MEN**  
in Belgium will develop breast cancer in their lifetime.<sup>4</sup>

At every age, Black women  
**ARE MORE LIKELY  
TO DIE**

from breast cancer than any other race or ethnic group.<sup>5</sup>



**EVERY YEAR**  
11.000 women in Belgium  
get diagnosed with  
breast cancer.<sup>6</sup>

In Belgium the mortality rate due to breast cancer  
**HAS DECREASED BY 25%**  
over the last 10 years.<sup>6</sup>

3. World Health Organization  
4. UZ Leuven 2024

5. American Cancer Society® Facts and Figures 2022-2024  
6. Belgian Cancer Registry 2023



## RESEARCH *IN ACTION*

Through unwavering commitment, The Estée Lauder Companies' Breast Cancer Campaign (The Campaign) and The Estée Lauder Companies Charitable Foundation have funded more than \$131 million globally for research, education, and medical services, with more than \$103 million funding medical research through the Breast Cancer Research Foundation® (BCRF).

Since its founding by Evelyn H. Lauder in 1993, BCRF has funded investigators who have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment, survivorship, and metastasis. Through the support of The Campaign, ELC continues to fund research in these areas of focus, in addition to others.

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 groundbreaking research that will further The Campaign's 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.



A diverse steering committee, as well as sub-committees, comprised of BCRF experts in disparities from acclaimed academic and medical institutions across the country have established three large datasets aimed at identifying the roots of health equity and disparities in breast cancer outcomes. Information from thousands of patients will build this vital data-generating project. As a next step in this multi-year initiative, a working group of leading investigators has been recruited to analyze the genetic components of these datasets and access any potential findings.

Through the *30-year+* partnership between ELC and BCRF, advancements have been made that have contributed to:

- Improving precision medicine by identifying new therapeutic targets
- Exploring the mechanisms of metastatic disease to understand why cancer cells spread and how we can stop them
- Expanding our understanding of triple-negative breast cancer, the most aggressive form of the disease that disproportionately impacts Black women
- 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



# PINK RIBBON PRODUCTS

The Estée Lauder Companies' beauty brands proudly support The Campaign's mission to help create a breast cancer-free world by raising funds for the Breast Cancer Research Foundation (BCRF) through product sales and flat donations.

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



## CLINIQUE

### *Great Skin, Great Cause. Limited-Edition Dramatically Different Moisturizing Lotion +*

Dramatically Different Moisturizing Lotion + combines all-day hydration with skin-strengthening ingredients to help skin looking younger, longer. This year, our iconic moisturizer is in a limited-edition, ribbon-pink bottle to honor and support Clinique's commitment to the ELC's Breast Cancer Campaign.

**Size:** 200 ml

**Suggest Retail Price:** €81

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, CLINIQUE will donate **25%** from the purchase price of Limited-Edition Dramatically different Moisturizing Lotion+ to the BCRF.

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

**Website:** Clinique.be

## ESTÉE LAUDER

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

Experience our 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

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate **20%** of the purchase price of the Advanced Night Repair Synchronized Multi-Recovery Complex to the BCRF.

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

**Website:** Esteelauder.be





ESTÉE LAUDER

## *Bouquet of Strength Lipstick Collection*

Instantly wrap lips in brilliant, lip-adoring color. Formulated with Shea Butter and Vitamin E to moisturize lips, immediately and over time. Sculpt and set with the complementary lip liner and gloss. Better together, all in a beautiful pink peony mini bag.



**Size:** One full-size lipstick, one deluxe travel size lipstick, one lip liner and a mini bag

- Pure Color Crystal Lipstick, full-size (3.5g) in 564 Crystal Baby (A light pinky peach with a warm undertone)
- Text Box Limited Edition Lip Gloss, deluxe travel size (7ml) in Pink Peony (A soft baby pink with a warm undertone)
- Double Wear 24H Stay-in-Place Lip Liner, (8g) in 15 Blush (A dusty pink with a warm undertone in a matte finish)
- Pink Peony Mini Bag

**Suggest Retail Price:** €45

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the purchase price of Bouquet of Strength Lipstick Collection to the BCRF.

**Available at:** [EsteeLauder.be](http://EsteeLauder.be)

**Website:** [EsteeLauder.be](http://EsteeLauder.be)

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Thank you for your ongoing partnership.

## *#TimeToEndBreastCancer*



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For more information, please contact [mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)



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