

# 30 years of commitment. United to help end breast cancer.

The Estée Lauder Companies supports research, education,  
and access to medical services to continue improving  
the lives of the global breast cancer community.

#TimeToEndBreastCancer

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

  @esteelaudercompanies

   The Estée Lauder Companies

 @elcompanies

ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN





# CONTENTS

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- 3 2022 Breast Cancer Campaign
- 7 Global Ambassadors
- 9 Breast Cancer Research Foundation®  
(BCRF) Researchers
- 17 Our Global Impact
- 19 Pink Ribbon Products







# *The* ESTÉE LAUDER COMPANIES' 2022 BREAST CANCER CAMPAIGN

30 Years of Commitment. United to Help End Breast Cancer.

## ONE GLOBAL MOVEMENT. CONTINUOUS BREAKTHROUGHS. ENDLESS DETERMINATION.

Over the last 30 years, the world has changed tremendously. Yet throughout that time, at The Estée Lauder Companies (ELC), one thing has remained constant – *our commitment to help create a more beautiful future for the breast cancer community and beyond.*

Thirty years ago, people around the world were dying from breast cancer and knowledge surrounding the disease was limited—there was no Pink Ribbon, research was underfunded, and there was not an understanding of the complexities behind this disease. In 1992, Evelyn H. Lauder co-created the Pink Ribbon and launched The Estée Lauder Companies' Breast Cancer Campaign (The Campaign), inspiring a global movement around its mission to help create a breast cancer-free world for all. Just one year later, in 1993, Evelyn Lauder 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.

The Campaign is a true testament to ELC's legacy as a Beauty Inspired, Values Driven company that places people, positive impact and inclusivity at the heart of everything we do. Together, The Estée Lauder Companies' Breast Cancer Campaign and The Estée Lauder Companies Charitable Foundation have funded more than **\$108 million** globally for lifesaving research, education and medical services, with more than **\$86 million** funding medical research grants through BCRF.

1. American Cancer Society® Facts and Figures 2021-2022
2. World Health Organization
3. American Cancer Society® Key Statistics for Breast Cancer
4. American Cancer Society® Key Statistics for Breast Cancer in Men

5. American Cancer Society® Facts and Figures 2019-2020
6. Dense Breast Info.org 2022
7. JAMA Oncology, Overall Mortality After Diagnosis of Breast Cancer in Men vs Women





Through support from The Campaign, BCRF researchers have been able to make significant breakthroughs in prevention, diagnosis and treatment, like gaining an understanding of triple-negative breast cancer and identifying new therapeutic targets to improve the quality of life for patients. The Campaign continues to support more than 60 organizations around the world that facilitate real change aligned to the diverse needs of local communities.

Now, as we honor The Campaign's 30th Anniversary, breast cancer patients are leading better, healthier lives due in part to early detection and improved treatment, which The Campaign and our partners are dedicated to advancing. Breast cancer mortality rates have decreased in the U.S. by 42% among women since the late 1980s.<sup>1</sup> We've made monumental strides, but our work will not stop until no one loses their life to this disease – one that is as diverse as our global community and does not have a single story. Today, we are more united than ever in our mission.

*It's #TimeToEndBreastCancer*

## **BREAST CANCER: THE WORLD'S MOST COMMONLY DIAGNOSED CANCER**

The call to end breast cancer is urgent: it continues to be the most commonly diagnosed cancer worldwide – female breast cancer has surpassed lung cancer as the most commonly diagnosed cancer, with an estimated 2.3 million new cases diagnosed in 2020<sup>2</sup>. Globally, breast cancer causes the greatest number of cancer-related deaths among women.<sup>2</sup> 1 in 8 women in the U.S. will develop breast cancer in their lifetime.<sup>3</sup> However, breast cancer is not a disease that only impacts women: approximately 1 in 833 men in the U.S. will develop breast cancer in their lifetime<sup>4</sup>. Just like women, men can also pass down breast cancer-associated mutations in genes, such as BRCA1 and BRCA2, to their children.

1. American Cancer Society® Facts and Figures 2021-2022  
2. World Health Organization  
3. American Cancer Society® Key Statistics for Breast Cancer  
4. American Cancer Society® Key Statistics for Breast Cancer in Men

5. American Cancer Society® Facts and Figures 2019-2020  
6. Dense Breast Info.org 2022  
7. JAMA Oncology, Overall Mortality After Diagnosis of Breast Cancer in Men vs Women



## A DIVERSE DISEASE

A breast cancer diagnosis profoundly affects everyone it touches—patients, loved ones, doctors, caregivers, advocates, and more—and although the journey often begins with the same words, “You have cancer,” there is no single story that encapsulates the breast cancer experience.

For thirty years and counting, supporters of The Campaign have taken countless actions to help address the many facets of this disease. From convening and amplifying diverse points of view, to educating and spreading awareness, to inspiring action and facilitating critical fundraising initiatives to provide valuable resources for organizations around the world – every effort counts.

### *Breast cancer is a disease that affects all people, differently:*

- At every age, Black women are more likely to die from breast cancer than any race or ethnic group, and mortality remains 41% higher than in white women, despite lower incidence.<sup>3</sup>
  - This is thought to be in part because about 1 in 5 Black women with breast cancer has triple-negative breast cancer—more than any other racial/ethnic group.<sup>3</sup>
- Unlike other groups, AAPI women have experienced a rise in breast cancer incidence rates in recent years, having the second highest diagnoses of aggressive HER2-positive breast cancer.<sup>5</sup>
  - They are also more likely than other groups to have dense breasts, which can make screening more difficult.<sup>6</sup>
- Hispanic women and Latinas are more likely to be diagnosed at a younger age and with more aggressive disease such as triple-negative breast cancer.<sup>1</sup>
- While breast cancer overwhelmingly affects women, men are also at risk of developing the disease, and a 2019 Vanderbilt University study found that male breast cancer patients had a 19% higher mortality rate than women.<sup>7</sup>
  - Because breast cancer is perceived as a disease that primarily affects women, men may ignore symptoms, resulting in later-stage diagnoses and potentially worse outcomes.
  - Although overall survival for male breast cancer patients has improved over time, the prognosis for men hasn't advanced as much as it has for women.

What's more, breast cancer is not one, but several diseases, each of which develops, progresses and responds to therapies differently, so there is no one-size-fits-all treatment. BCRF scientists are learning the major subtypes—Luminal A, Luminal B, HER2-positive and triple-negative—can be classified into sub-categories with distinct patterns of progressions and therapy response, opening the door to more individualized treatment plans.

1. American Cancer Society® Facts and Figures 2021-2022

2. World Health Organization

3. American Cancer Society® Key Statistics for Breast Cancer

4. American Cancer Society® Key Statistics for Breast Cancer in Men

5. American Cancer Society® Facts and Figures 2019-2020

6. Dense Breast Info.org 2022

7. JAMA Oncology, Overall Mortality After Diagnosis of Breast Cancer in Men vs Women



## IMPROVING LIVES OF THE GLOBAL BREAST CANCER COMMUNITY

We live our shared values by promoting inclusion, diversity and equity for all and The Campaign is at the forefront of these efforts. Through the tireless work of The Campaign, our partners around the world have been able to help address disparities in breast cancer research, advocate for equitable access to quality care, advance life-saving education and provide medical services.

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. These grants have allowed researchers to employ cutting-edge technologies such as digital pathology and artificial intelligence to identify drivers of rare breast cancers and work toward developing novel treatment approaches. With our more than 50 partners globally, the Breast Cancer Campaign has supported the development and update of cancer research and care centers, provided greater accessibility to quality care, funded medical research and fellowships worldwide, and created educational materials to localize lifesaving information on this very diverse disease, and so much more.



*"I'd like to be able to save lives."*

*Evelyn H. Lauder*

## INSPIRING HOPE FOR A MORE BEAUTIFUL FUTURE

The Estée Lauder Companies has been a corporate leader in the global breast cancer movement since The Campaign's founding by Evelyn H. Lauder. For the past 30 years, through the collective efforts of employees, consumers and partners worldwide, The Campaign has facilitated real progress and driven social impact. The action we take today will help create a better tomorrow.

As long as breast cancer remains a life-threatening disease, there is meaningful work that must continue. The dedication to our mission will not waiver.

*Together, we are united to help end breast cancer for all.*

1. American Cancer Society® Facts and Figures 2021-2022  
2. World Health Organization  
3. American Cancer Society® Key Statistics for Breast Cancer  
4. American Cancer Society® Key Statistics for Breast Cancer in Men

5. American Cancer Society® Facts and Figures 2019-2020  
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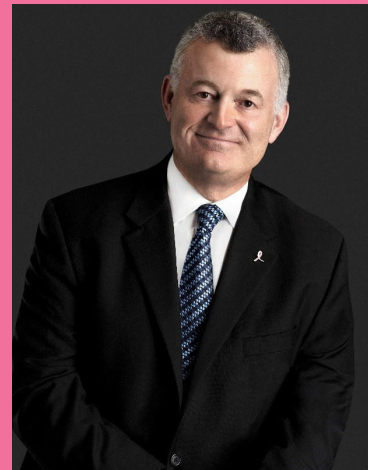


# GLOBAL AMBASSADORS

## WILLIAM P. LAUDER

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

*“As we embark on the 30th Anniversary of The Estée Lauder Companies’ Breast Cancer Campaign, I am proud of the progress we have made since my mother, Evelyn, started The Campaign and co-created the Pink Ribbon in 1992. The collective efforts of our global community have brought us closer to my mother’s vision of a breast cancer-free world. I know she would be so proud of the impact we have made through research, education, access to care and our commitment to accelerate that progress forward. Her passion and challenger spirit still motivate our work today. We continue to follow in her footsteps to help end breast cancer for all.”*



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## ELIZABETH HURLEY

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

*“Over the years, I have seen first-hand the profound impact The Estée Lauder Companies has made on the global breast cancer community. I joined Evelyn Lauder in the early 1990’s, shortly after she founded The Breast Cancer Campaign, and together we began the journey to advance The Campaign’s mission. Today, this continues to be some of my life’s most meaningful work. As we honor the 30th Anniversary of The Campaign, each year I am still reminded of just how closely this diverse disease affects us all. Not a year goes by that a person doesn’t tell me that they or a family member heard the words of a diagnosis, or found a lump and saw their doctor after hearing our important messages about breast self-checking. This is why we remain committed to the cause, as Evelyn said, ‘to save lives.’ I am honored to further her legacy and continue the impactful work until no one loses their life to breast cancer.”*



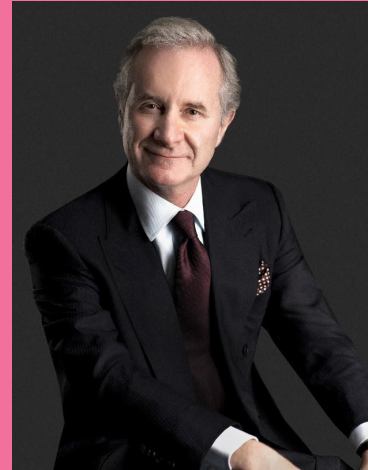


# GLOBAL AMBASSADORS

## FABRIZIO FREDA

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

*"The Estée Lauder Companies success is deeply rooted in living our shared values. Reflecting on the last 30 years, the incredible progress made by The Breast Cancer Campaign has had a lasting impact on our global community. As an authentic cornerstone of our commitments, The Campaign has been supported by our employees, consumers and partners worldwide. Today, it continues to inspire action in people everywhere. As a Beauty Inspired, Values Driven company, we look forward to the future and are committed to advancing positive change for all of those touched by this disease."*



## BARI SEIDEN-YOUNG

**Senior Vice President, Global Corporate Communications, Citizenship & Sustainability, The Estée Lauder Companies Inc.**

*"The Estée Lauder Companies' Breast Cancer Campaign is a true reflection of our legacy as a Beauty Inspired, Values Driven company that places people, positive impact and inclusivity at the heart of everything we do. For more than a decade, through my tenure with The Campaign, I have witnessed our work in action, and remain inspired by the collective efforts of everyone engaged with our mission around the world. Some of my most memorable moments were when Evelyn, William, Fabrizio and I have joined employees from all areas of the company in meeting people touched by the disease and hearing their unique experiences, because no two experiences within the global breast cancer community are the same. It's why we do what we do – it's personal. Evelyn always said that this work couldn't be done by one person, but by a group, and as support for The Campaign continues to grow, so does our commitment to help bring her vision and our mission to life. It's #TimeToEndBreastCancer."*







## RESEARCH *in* ACTION

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

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

The BCRF research supported by The Estée Lauder Companies spans the entire continuum of breast cancer research—from understanding the basic biology of how healthy cells go awry and become cancerous, and developing new diagnostic tests and new treatments, to researching how to improve patients' quality-of-life both during and after treatment and improving access to quality care by identifying barriers to timely treatment for underrepresented and other vulnerable populations.

For 2021 - 2022, The Estée Lauder Companies is supporting BCRF research in eight countries:

*Canada, China, France, Italy, Nigeria, Rwanda, UK, and the US.*





# RESEARCH IN ACTION

Funding continues to support research in the following areas:

## *IMPROVING TREATMENT*

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

## *ADVANCING DISPARITIES*

- Advancing the understanding of breast cancer disparities to improve delivery of care in Rwanda
- Building infrastructure to conduct clinical trials to improve breast cancer treatment in West Africa
- Identifying barriers to timely treatment for under-represented and other vulnerable populations to improve access to quality care

## *METASTATIC BREAST CANCER*

- Development and use of 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
- Identifying strategies to improve treatments for patients with metastatic breast cancer

## *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

## *LIFESTYLE & PREVENTION*

- Improving ways to assess risk in young girls with a family history
- 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*

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



# RESEARCH *in* ACTION

The Estée Lauder Companies' Breast Cancer Campaign is proud to support the following 2021-2022 Breast Cancer Research Foundation® investigators in their efforts to prevent and cure breast cancer.

## IMPROVING TREATMENT

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**SAMUEL APARICIO, BM, BCh, PhD, FRCPath FRSC**  
*Professor, Department of Pathology & Laboratory Medicine  
University of British Columbia  
Vancouver, Canada*

**Their research is generously made possible by:** The Estée Lauder Companies' Canada Award

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## JILL BARGONETTI, PhD

*Chair, Molecular, Cellular and Development PhD Program  
Department of Biological Sciences, Hunter College  
Graduate Center, City University of New York  
New York, NY*

**Their research is generously made possible by:**  
The Estée Lauder Companies' Brands Awards in Memory of Evelyn H. Lauder



**ALAN D'ANDREA, MD**  
*Professor of Radiation Oncology  
Dana Farber Cancer Institute  
Boston, MA*

**Their research is generously made possible by:** The Clinique Award

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## NAOTO UENO, MD, PhD

*Professor of Medicine  
University of Texas MD Anderson Cancer Center  
Houston, TX*

**Their research is generously made possible by:** The Estée Lauder Award





## TUMOR BIOLOGY

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### LAURA BIGANZOLI, MD

*Director of the Breast Center  
Hospital Prato  
Prato, Italy*

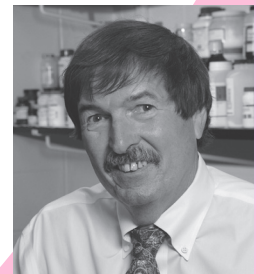
**Their research is generously made possible by:**  
The Estée Lauder Companies' Employee Fundraising Award

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### H. SHELTON EARP, MD

*Lineberger Professor of Cancer Research  
Director, UNC Cancer Care  
University of North Carolina  
Chapel Hill, NC*

**Their research is generously made possible by:** The Estée Lauder Award



### JORGE REIS-FILHO, MD, PhD

*Chief, Experimental Pathology Service  
Memorial Sloan Kettering Cancer Center  
New York, NY*

**Their research is generously made possible by:** The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Award

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### JENNY C. CHANG, MD

*Professor, Weill Cornell Medical College  
Director, Methodist Cancer Center  
Houston Methodist Hospital  
The Methodist Hospital Research Institute  
Houston, TX*

**Their research is generously made possible by:** The Estée Lauder Award



### MITCH DOWSETT, PhD, BSc

*Professor of Translational Research  
Royal Marsden Hospital and Institute of Cancer Research  
London, United Kingdom*

**Their research is generously made possible by:** The Estée Lauder Companies' UK & Ireland Award in Honor of Elizabeth Hurley

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**IAN E. SMITH, MD, FRCP, FRCPE**  
*Professor of Cancer Medicine  
 Head of the Breast Unit  
 Royal Marsden Hospital and Institute of Cancer Research  
 London, United Kingdom*

**Their research is generously made possible by:** The Estée Lauder Companies' UK & Ireland Award in Honor of Elizabeth Hurley

**GABRIEL N. HORTOBAGYI, MD, FACP, FASCO**  
*Professor, Department of Breast Medical Oncology  
 University of Texas MD Anderson Cancer Center  
 Houston, Texas  
 Member, BCRF Scientific Advisory Board*

**Their research is generously made possible by:** The Estée Lauder Companies' Employee Fundraising Award



**MIEN-CHIE HUNG, PhD**  
*President  
 China Medical University  
 Taichung, Taiwan*

**Their research is generously made possible by:** The Estée Lauder Companies' Employee Fundraising Award

## *ADDRESSING DISPARITIES*

**FUNMI F. OLOPADE, MB, BS, FACP**  
*Professor of Medicine and Human Genetics  
 University of Chicago  
 Chicago, IL*

**Their research is generously made possible by:** The Estée Lauder Companies' Brands Award in Memory of Evelyn H. Lauder



**LAWRENCE SHULMAN, MD**  
*Professor of Medicine  
 Deputy Director, Clinical Services  
 Director, Center for Global Cancer Medicine  
 University of Pennsylvania  
 Philadelphia, PA*

**Their research is generously made possible by:** The Estée Lauder Companies' Employee Fundraising Award





**CYPRIEN SHYIRAMBERE, MMeD**

*Director of Oncology, Partners in Health/Inshuti Mu Buzima  
Administrative Director, Oncology Program  
Butaro Cancer Center of Excellence  
Butaro, Rwanda*

**Their research is generously made possible by:** The Estée Lauder Companies' Employee Fundraising Award

**MARJORY CHARLOT, MD, MPH**

*Assistant Professor of Medicine  
UNC Lineberger Comprehensive Cancer Center  
University of North Carolina  
Chapel Hill, NC*

**Their research is generously made possible by:** The Estée Lauder Companies' Beauty Perks North America Online Award



**SONYA REID, MD, MPH**

*Assistant Professor, Division of Hematology and Oncology  
Vanderbilt University Medical Center  
Nashville, TN*

**Their research is generously made possible by:** The Estée Lauder Companies' Charitable Foundation Award

**NIKHIL WAGLE, MD**

*Assistant Professor in Medicine, Harvard Medical School  
Deputy Director, Center for Cancer Precision Medicine  
Associate Member, Broad Institute  
Dana Farber Cancer Institute  
Boston, MA*

**Their research is generously made possible by:** The Estée Lauder Companies' Charitable Foundation Award



## LIFESTYLE & PREVENTION



**REGINA M. SANTELLA, PhD**  
*Professor, of Environmental Health Sciences  
Mailman School of Public Health  
Columbia University  
New York, NY*

**Their research is generously made possible by:** The Aveda Award

### MARY BETH TERRY, PhD

*Professor, Department of Epidemiology  
Mailman School of Public Health  
Columbia University  
New York, NY*

**Their research is generously made possible by:** The Aveda Award



**VERED STEARNS, MD**  
*Professor of Oncology  
Director, Women's Malignancies Disease Group  
Sidney Kimmel Comprehensive Cancer Center  
Johns Hopkins University  
Baltimore, MD  
Chair, BCRF Scientific Advisory Board*

**Their research is generously made possible by:** The Estée Lauder Award

## METASTASIS

### FABRICE ANDRÉ, MD, PhD

*Professor of Medical Oncology,  
Institut Gustave Roussy  
Villejuif, France*

**Their research is generously made possible by:** The Estée Lauder Companies' Brands Award in Memory of Evelyn H. Lauder



**LEISHA EMENS, MD, PhD**  
*Professor of Medicine  
University of Pittsburgh  
Pittsburgh, PA*

**Their research is generously made possible by:** The Clinique Award





**ELIZABETH JAFFEE, MD**

*Professor of Oncology  
Johns Hopkins University  
Baltimore, MD*

**Their research is generously made possible by:** The Clinique Award

**SURVIVORSHIP & QUALITY OF LIFE**

**PATRICIA A. GANZ, MD**

*Director, Cancer & Control Research  
Jonsson Comprehensive Cancer Center  
University of California  
Los Angeles, CA  
Member, BCRF Scientific Advisory Board*

**Their research is generously made possible by:** The Estée Lauder Award



**DAME LESLEY FALLOWFIELD, DBE, BSc, DPhil, FMedSci**

*Professor, Psycho-oncology  
Brighton & Sussex Medical School  
University of Sussex  
Brighton, UK*

**Their research is generously made possible by:** The Estée Lauder Companies' Brands Award in Memory of Evelyn H. Lauder

**JULIENNE E. BOWER, PhD**

*Professor, Psychology and Psychiatry/Biobehavioral Sciences  
David Geffen School of Medicine  
University of California  
Los Angeles, CA*

**Their research is generously made possible by:** The Play for P.I.N.K. Award/The Estée Lauder Companies' Breast Cancer Campaign Award



**STEVEN W. COLE, PhD**

*Professor, Division of Hematology-Oncology  
Department of Psychiatry & Biobehavioral Sciences  
David Geffen School of Medicine  
University of California  
Los Angeles, CA*

**Their research is generously made possible by:** The Play for P.I.N.K. Award/The Estée Lauder Companies' Breast Cancer Campaign Award



# GLOBAL IMPACT

For 30 years, The Estée Lauder Companies' Breast Cancer Campaign has been committed to supporting the global breast cancer community – and that commitment continues today. Through the invaluable efforts of employees, consumers and partners, The Campaign is able to make a lasting impact in communities across the world.

The Campaign supports research, education and medical services worldwide 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, as well as creating informative materials
- 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
- Distributing more than 180 million Pink Ribbons across the globe to spread awareness of the disease
- Positively impacting the lives of people with breast cancer and their families by helping to provide support, therapy and counseling programs



2021 BREAST CANCER CAMPAIGN Our Global Impact



## GLOBAL HIGHLIGHTS

Through The Breast Cancer Campaign, The Estée Lauder Companies (ELC) supports 60+ organizations worldwide in so many ways, which includes but is not limited to some of the following initiatives:

- Through the partnership with the Shanghai Charity Foundation (Minhang District Office), ELC **China** has set up a Breast Cancer Prevention and Treatment Program. This initiative aims at raising awareness of breast cancer through online education and offline activations, as well as providing financial support to patients in need during treatment and recovery.
- In 2020, **Benelux** began a new partnership with Antoni van Leeuwenhoek Foundation, helping to fund a special project for breast cancer patients during pregnancy and while nursing. In addition, the ELC Benelux continues to align its Breast Cancer Campaign program with NGO partners Leuven Cancer Institute (LKI) and Pink Ribbon Foundation Belgium.
- ELC **France** provides critical funding for scientific research awards through Ruban Rose and ELC **Italy** supports a three-year fellowship through the Italian Association for Cancer Research (AIRC) Foundation named after the company.
- Efforts made by ELC in **Greece** continue to fund approximately 2,000 mammograms through the Hellenic Anticancer Society's (EAC) Mobile Mammogram Unit.
- Through their partnership with the Ogaan Cancer Foundation (OCF), ELC **India** provides funding for critical cancer treatment for patients with limited accessibility to medical services.
- Helping to spread awareness and provide educational materials in a digital first way, ELC **Korea** continues to encourage the public to utilize the Pink Touch app, developed by the market, to make accessing information about breast cancer more readily available.
- Through Fundación de Cancer de Mama (FUCAM), ELC **Mexico** provides funding to support comprehensive treatments for breast cancer patients and provide strategic education and advocacy programs on breast health to the public.
- In the **Middle East**, ELC supports Brest Friends, the first breast cancer support group in Dubai dedicated to promoting early detection and support women's advancement in the medical field within UAE.
- ELC **Peru** supports the offering of +1,700 mammograms to women in communities with limited healthcare access through INEN (National Institute of Neoplastic Diseases) and ALINEN (Assistance Volunteers of INEN), a volunteer organization who mobilizes women passionate about supporting the breast cancer community.
- ELC in the **U.K.** and **Ireland**, continues to support London's first ever specialist 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

Eighteen of The Estée Lauder Companies' beauty brands support our mission to create a breast cancer-free world for all. Brands raise funds through product sales and flat donations for the Breast Cancer Research Foundation® (BCRF).

*Please note, all of the information is under embargo and cannot be included until October issue timing.*

Pink Ribbon products available in Belgium as from October 1st:



AVEDA

## *Hand Relief™ Moisturizing Creme with Shampure™ 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 signature shampure™ aroma.

**Size:** 100ml

**Suggest Retail Price:** €25

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Aveda will donate €10.00 from the purchase price of Hand Relief™ Moisturizing Creme with Shampure™ aroma, to BCRF from 9/25/22 to 6/30/23 or until supplies last.

**Available at:** Aveda.be, Free Standing Store in Antwerp and participating Aveda Salons

**Website:** Aveda.eu



CLINIQUE

## *Limited-Edition Moisture Surge™ 100H Auto-Replenishing Hydrator*

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:** €38,55

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, CLINIQUE will donate €11,55 from the purchase price of Limited-Edition Moisture Surge™ 100H Auto-Replenishing Hydrator, to BCRF from 9/15/22 to 6/30/23 or until supplies last.

**Available at:** Clinique.be, April, Inno

**Website:** Clinique.be



ESTÉE LAUDER

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

Experience the next generation of our revolutionary 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 BCRF from 9/1/22 to 6/30/23 or until supplies last.

**Available at:** esteelauder.be, Ici Paris XL, Inno

**Website:** esteelauder.be



ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN



Follow The Estée Lauder Companies

#TimeToEndBreastCancer

ELCompanies.com/BreastCancerCampaign