



ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN

Hope for a cure unites us all.

#TimeToEndBreastCancer

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











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# The 2019 Breast Cancer Campaign

## UNITED IN HOPE

“You have breast cancer” – four words that no one ever wants to hear from their doctor. Yet every 15 seconds, somewhere in the world, a woman is diagnosed with breast cancer.<sup>1</sup> That’s why, since 1992, The Estée Lauder Companies has been committed to saving lives - uniting and inspiring people everywhere in our Breast Cancer Campaign’s mission to create a breast cancer-free world.

Almost everyone knows at least one person who has been impacted by breast cancer - or has heard those words themselves. Breast cancer is the most common cancer in women worldwide and is increasing particularly in developing countries where the majority of cases are diagnosed in late stages.<sup>2</sup> It is the second most common cancer overall<sup>3</sup> and impacts a wide range of people regardless of their age, gender, race, ethnicity, socio-economic status or lifestyle. Men are also touched by the disease. In fact, their lifetime risk of getting breast cancer is about 1 in 833.<sup>4</sup>

The numbers may tell one story, but people tell another, and around the world unite in hope with the common goal to end this disease.

It’s [#TimeToEndBreastCancer](#).

## AN URGENT CAUSE

Until there is a cure, the urgency to support research, and all of those touched by breast cancer, remains unwavering. We have been a leader in the global breast cancer movement since Evelyn H. Lauder co-created the pink ribbon and started The Breast Cancer Campaign in 1992. For 27 years, we have inspired action, funding the world’s leading research to bring us closer to a cure and bringing a global level of awareness to the disease through our brands and employees.

The Campaign is a true testament to who we are as a company, the dedication of our people, our family values and most importantly the lives we can have a positive impact on around the world through our efforts as global citizens.

“I’d like to be able to save lives.”





# A SYMBOL OF HOPE

This year, The Campaign's creative incorporates 15 pink ribbons—reinforcing the 15 second statistic. Behind each ribbon is a supporter, nurse, patient, loved one, doctor, advocate, thriver, friend, researcher, caregiver. Every ribbon that we give is still one too many, but we all remain united and driven in hope for a cure.

Real progress has been made and we are proud to inspire action through our global community with the goal of creating a breast cancer-free world. We continue to transform hope into impact that positively affects people everywhere:

Raised more than  
**\$79 million**

globally for lifesaving research, education,  
and medical services through the collective  
support of our consumers, employees  
and partners worldwide

Supports more than

**60 breast  
cancer organizations**  
globally

Breast cancer mortality rates have

**declined 40%**  
among women since the late 1980's<sup>4</sup>

Distributed approximately

**167 million**  
pink ribbons at our brands'  
beauty counters worldwide

Mobilizes

**46,000 employees**  
worldwide to positively impact  
communities and unite in action

Our goal is to raise

**\$9 million**  
through the 2019 Campaign to fund  
research, education, and medical services

Together, we can ensure that the **#TimeToEndBreastCancer** is  
now by raising funds, taking action and uniting for a cure.

<sup>1</sup> [GLOBOCAN](#), 2018

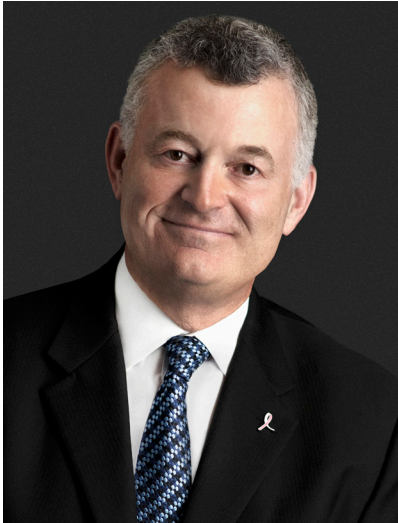
<sup>2</sup> [World Health Organization](#), 2019

<sup>3</sup> [GLOBOCAN](#), 2018 via World Cancer Research Fund

<sup>4</sup> [ACS](#), 2019

## 2019 Breast Cancer Campaign

# GLOBAL AMBASSADORS



### William P. Lauder

Executive Chairman  
The Estée Lauder Companies Inc.

William P. Lauder proudly champions The Breast Cancer Campaign's mission to create a breast cancer-free world and continues to honor the legacy of his late mother Evelyn H. Lauder, who founded The Campaign 27 years ago. Lauder is also the Co-Chairman of the Breast Cancer Research Foundation. Lauder's passion for ending breast cancer continues to drive funding, ignite conversation and empower global citizenship for the employees of The Estée Lauder Companies and all those that The Campaign's efforts touch.

"The Breast Cancer Campaign is an expression of the best of what we do as a company. My mother, Evelyn Lauder, had a vision to end breast cancer when she started The Campaign in 1992. Since then, we have been pioneers in the breast cancer movement, driven by our passionate employees, partners and consumers around the world. I am so proud that her legacy lives on as we remain committed to making sustainable investments in research, education and medical services to bring us closer to eradicating this disease."



### Elizabeth Hurley

Global Ambassador  
The Estée Lauder Companies' Breast Cancer Campaign

In addition to serving as the Global Ambassador for The Estée Lauder Companies' Breast Cancer Campaign, Elizabeth Hurley is an actor, model, swimwear designer, farmer and mother. Since signing as an Estée Lauder spokesmodel in 1995, she has embodied the late Evelyn H. Lauder's passion for speaking openly about breast health and raising funds globally to find a cure.

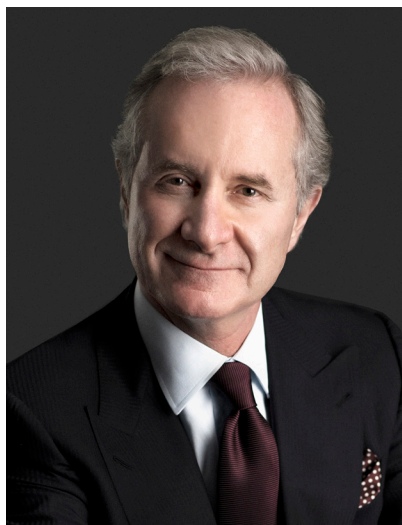
"I am honored to represent The Breast Cancer Campaign and help bring attention to the powerful work The Estée Lauder Companies does each year to unify and activate the global community around the cause. Every time someone shares with me that they got a mammogram because they heard our messages, or unfortunately tells me that they have been diagnosed with breast cancer, I'm reminded of why we must continue Evelyn's mission. I've seen research we are funding in action, spoken to many leaders in the field and know how hopeful they all remain – we are making real progress towards a cure and must continue to fund that advancement! Being one small part of the movement to end this disease remains my most meaningful work."

📷 Dave Benett/Getty Images



## 2019 Breast Cancer Campaign

# GLOBAL AMBASSADORS



### Fabrizio Freda

President and Chief Executive Officer  
The Estée Lauder Companies Inc.

Fabrizio Freda continues to embrace The Breast Cancer Campaign, The Estée Lauder Companies' largest corporate philanthropic initiative, as a hallmark of the company's long-term, socially responsible values. The Campaign is an authentic reflection of our family values of respect for the individual, uncompromising ethics and integrity, generosity of spirit and fearless persistence. He encourages employees, consumers and all stakeholders to unite together to support The Campaign, drive positive change worldwide and create a breast cancer-free world.

"The Estée Lauder Companies has long been committed to making an impact on communities around the world, and our efforts through The Breast Cancer Campaign are a reflection of that purpose and underscore the Company's family values and culture. We will continue to strive towards fulfilling the mission of The Campaign to create a breast cancer-free world."



### Bari Seiden-Young

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

Bari Seiden-Young leads Citizenship and Sustainability communications for The Estée Lauder Companies, of which The Breast Cancer Campaign is a key cornerstone. She is also on the Advisory Board of the Breast Cancer Research Foundation. Her passion for The Campaign and its mission has led to transformative global impact through increased action, fundraising and awareness since she assumed leadership of The Campaign in 2010.

"Breast cancer has a way of bringing people together. In my time leading The Campaign, I have been inspired by the way people all around the world unite around this important health issue. Evelyn H. Lauder always said that if we are going to defeat breast cancer, it could never be done by one person, it would have to be a group. I am honored to lead a Campaign that continues to be at the heart of who we are and what we stand for together as a global ELC Family."



2018-2019 BCRF Researchers

## Lifesaving Actions of BCRF Researchers

Of the \$79 million raised through The Breast Cancer Campaign, \$65 million has funded 260 medical research grants through the Breast Cancer Research Foundation® (BCRF). BCRF was founded by Evelyn H. Lauder in 1993 and is the highest-rated nonprofit breast cancer organization in the U.S., dedicated to advancing the world's most promising research to eradicate breast cancer.

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



# RESEARCH IN ACTION

Funds raised from The Campaign have supported research grants that will:

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## DRUG DISCOVERY AND DEVELOPMENT

- Lead to the development of new strategies to improve response to immunotherapies
- Develop novel combination approaches for treatment of aggressive breast cancers
- Identify biomarkers and targeted therapies to personalize cancer therapies to each patient

## CANCER BIOLOGY

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

## DISPARITIES

- Advance understanding of breast cancer disparities and improve delivery of care in Africa
- Build infrastructure to improve access to care and the conduct of clinical trials in West Africa
- Identify barriers to timely treatment for minority and other vulnerable populations to improve access to quality care

## LIFESTYLE AND PREVENTION

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

## METASTATIC BREAST CANCER

- Use blood-and tissue-based markers to identify breast cancers with a high risk of recurrence
- Seek approaches to prevent resistance to targeted therapies in advanced breast cancer
- Identify strategies to improve treatments for patients with metastatic breast cancer

## SURVIVORSHIP/QUALITY OF LIFE

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



The Estée Lauder Companies' Breast Cancer Campaign is proud to support the following 2018-2019 Breast Cancer Research Foundation® (BCRF) Investigators in their efforts to prevent and cure breast cancer.

## DRUG DISCOVERY AND DEVELOPMENT

These studies focus on bringing better treatment to patients and discovering novel drug and combination approaches.



### KAREN ANDERSON, MD, PhD

Targeted immunotherapy with a new class of drugs called checkpoint inhibitors has been effective in a subset of patients with solid tumors, including some triple negative breast cancers (TNBC). However, most TNBC patients do not respond. Cancer vaccines can enhance anti-tumor immunity and may improve the effectiveness of these drugs. The focus of **KAREN ANDERSON, MD, PhD**, Associate Professor at The Biodesign Institute of Arizona State University, and her team's BCRF research is to identify target proteins for breast cancer vaccine development, with a long-range goal to deliver vaccines to reduce the risk of breast cancer recurrence after surgery. Dr. Anderson's research is breaking ground in developing vaccines that may improve response to checkpoint inhibitors in triple negative and other breast cancers.



Their research is generously made possible by:

The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Awards





### FABRICE ANDRÉ, MD, PhD

No two breast cancers are alike, and treatments don't work the same for every patient. For patients whose tumors have a specific alteration in a gene or growth pathway, therapies that specifically target those vulnerabilities can more effectively kill the tumor. Unfortunately, many targeted therapies have yielded inconsistent results in clinical trials. **FABRICE ANDRÉ, MD, PhD**, Professor of Medical Oncology, Institut Gustave Roussy, Villejuif, France, is conducting a clinical trial to identify genetic markers in the tumor and blood from patients that may predict response to a class of targeted therapies called PI3K inhibitors.



Their research is generously made possible by:

The Estée Lauder Companies' Brands Awards in Memory of Evelyn H. Lauder



### SAMUEL APARICIO, BM, BCh, PhD, FRCPATH FRSC

Triple negative breast cancer (TNBC) is not one disease, but a group of diseases that we are only beginning to understand. Research by **SAMUEL APARICIO, BM, BCh, PhD, FRCPATH FRSC**, Professor, Department of Pathology & Laboratory Medicine, University of British Columbia, Vancouver, Canada showed distinct patterns in the structure of chromosomes in many triple negative breast cancers. He hopes to show that these patterns of chromosomal rearrangement predict responses to DNA-damaging chemotherapy and to further test this in a future clinical trial.



Their research is generously made possible by:

The Estée Lauder Companies' Canada Award



### JILL BARGONETTI, PhD

**JILL BARGONETTI, PhD** chairs the Molecular, Cellular and Development PhD Subprogram in Biology at the City University of New York Graduate Center. Her team focuses on two of the most critical drivers of breast cancer, MDM2 and p53. In the last year, Dr. Bargonetti's team linked p53 mutation to PARP inhibitor treatment in triple negative breast cancer (TNBC). She is looking for ways to identify PARP-sensitive TNBC cells in tissue and blood to more accurately target them for more personalized therapy for all breast cancer types. This work can have significant impact in expanding the use of PARP inhibitors to more TNBC patients.



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### LEWIS C. CANTLEY, PhD

The concept of "targeted" cancer therapy is to target the source driving tumor growth with the idea that shutting down its addiction will cause the tumor to die. Unfortunately, the success of many "targeted" therapies is hampered by the tumor cells' ability to activate other means of growth, rendering the therapy ineffective. **LEWIS C. CANTLEY, PhD**, the Director of the Sandra and Edward Meyer Cancer Center at Weill Cornell Medical College is conducting studies to improve the effectiveness of one type of targeted therapy called PI3K inhibitors. His group is testing a novel combination approach to prevent resistance to these drugs.



Their research is generously made possible by:

The Estée Lauder Companies' Brands Awards in Memory of Evelyn H. Lauder



### ANGELO DI LEO, MD, PhD

**DR. DI LEO** is the Head of Sandro Pitigliani Medical Oncology Unit at the Department of Oncology Hospital of Prato in Italy. Dr. Di Leo and colleagues are studying breast cancers that express high levels of estrogen receptors (ER) and HER2 protein, referred to as ER-positive and HER2-positive, respectively. These breast cancers are treated with targeted therapies usually in combination with chemotherapy. This year, Dr. Di Leo's team is working to identify which patients could safely avoid chemotherapy, and instead receive a CDK4/6 inhibitor with their targeted therapy. CDK4/6 inhibitors are a new class of targeted drugs that have been FDA-approved for patients with advanced ER-positive breast cancer.

Using a tumor gene signature called "RBSig" Dr. Di Leo hopes to be able to predict which women are likely to respond to CDK4/6 inhibitors versus those that need chemotherapy. Patients with early stage ER-positive or HER2-positive breast cancer will receive either standard therapy (targeted therapy plus chemotherapy) or targeted therapy plus a CDK4/6 inhibitor. After completing therapy, all women will undergo surgery, and the research team will measure how much the tumor shrunk in response to the neoadjuvant therapy. The researchers predict that cancers with low levels of RBSig are less likely to respond to chemotherapy and may respond better to anti-CDK4/6 therapy. Thus, RBSig could be used in the future to determine which treatment combination is best for each patient. The results from these studies could further improve personalized medicine.



Their research is generously made possible by:

The Estée Lauder Companies' Employee Fundraising Awards.



### ELIZABETH JAFFEE, MD and LEISHA EMENS, MD, PhD

Advancements in immunotherapy have made it a promising treatment approach for some cancers, but as with most other cancer therapies, tumors can outsmart immune-based drugs and block their effects. **ELIZABETH JAFFEE, MD** and **LEISHA EMENS, MD, PhD**, Professors of Oncology at John Hopkins University, will test the combination of trastuzumab (Herceptin®) and an immune targeted drug to enhance the immune response in HER2+ breast cancer. They hope to develop a highly active immunotherapy regimen that will translate into a clinical trial testing of the most potent combination immunotherapy regimen in patients with recurrent HER2+ breast cancer.



Their research is generously made possible by:

The Clinique Awards



### XIAOLE LIU, PhD

Robust biomarkers that can predict response to immunotherapy response are lacking. **XIAOLE LIU, PhD**, Co-Director, Center for Functional Cancer Epigenetics at Dana-Farber Cancer Institute and her team have developed a computational model of tumor immune evasion, called TIDE (Tumor Immune Dysfunction and Exclusion), which can predict how well a tumor will respond to immunotherapy. Her goal is to both identify patients most likely to benefit from these therapies, as well as pursue combination approaches to improve response to immunotherapy in patients with triple negative breast cancer.



Their research is generously made possible by:

The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Awards





### BRUCE HAFFTY, MD

Radiation therapy is an important component in prevention of local recurrence of breast cancer after surgery. However, some tumors are resistant to the killing effects of radiation, reducing the benefit to patients. **BRUCE HAFFTY, MD**, Professor, Department of Radiation Oncology, Rutgers Cancer Institute of New Jersey, New Brunswick, has been investigating several molecular targets in combination with radiation therapy to enhance effectiveness of radiation in patients who have become resistant to this therapy. In ongoing research, they have been exploring a novel drug (ONC-201) that selectively targets the cell death pathway known as TRAIL. The drug is not toxic to normal tissues and is currently in early phase human trials.



Their research is generously made possible by:

The Estée Lauder Companies' Employee Fundraising Award



### ALAN D'ANDREA, MD

Most breast cancers caused by mutations in the BRCA1 gene are of the triple negative subtype – called TNBC. The PARP inhibitor, olaparib (Lynparza®), recently approved for treatment of advanced BRCA-related breast cancers, is the first targeted therapy for these patients. Not all patients, however, benefit from PARP inhibitor therapy. **ALAN D'ANDREA MD**, Professor of Radiation Oncology, Dana Farber Cancer Institute, Boston MA, is conducting laboratory studies to test combination approaches to improve response to PARP inhibitors so that more patients with TNBC will benefit.



Their research is generously made possible by:

The Clinique Awards



### DAVID RIMM, MD, PhD

There are currently five FDA-approved targeted therapies for patients with HER2+ breast cancer, but no way to tell which drug is right for an individual patient. **DAVID RIMM, MD, PhD**, Professor of the Department of Pathology and Director of the Pathology Tissue Services and Translational Science in Pathology at Yale University School of Medicine, is using patient samples collected as part of a large clinical trial to identify markers that predict response to various treatments and combinations. The goal is to develop an assay that can match the right drug to the right patient.



Their research is generously made possible by:

The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Awards



### NAOTO UENO, MD, PhD

Inflammatory breast cancer (IBC) is the most lethal and aggressive form of breast cancer and has a high rate of metastasis. Although the disease affects only 2-4 percent of breast cancer patients, it is responsible for about 10 percent of breast cancer deaths in the U.S. **NAOTO UENO, MD, PhD**, Professor of Medicine, University of Texas MD Anderson Cancer Center, is studying ways to improve treatment for this disease with novel combination approaches.



Their research is generously made possible by:

The Estée Lauder Award



### PEGGY PORTER, MD

The risk of cancer due to acute exposure to high doses of radiation is well documented. Less is known about the effect of long-term exposure to low-dose radiation on risk of cancer. **PEGGY PORTER, MD**, Program Head at Fred Hutchinson Cancer Research Center, is conducting a study in women who lived in the path of radiation fallout following the Chernobyl nuclear accident 30 years ago when they were young girls. This study can lead to a better understanding of environmental exposures to radiation and future risk of breast cancer and potential therapeutic targets for treatment of radiation-induced breast cancers.



Their research is generously made possible by:

## TUMOR BIOLOGY

These studies seek a better understanding of cancer and the tumor microenvironment. They are in the laboratory phase, but may lead to the development of new drugs, biomarkers, or treatment approaches.



### H. SHELTON EARP, MD

In order for tumors to grow and spread, tumor cells have to reprogram normal processes to support their abnormal growth and evade detection by the body's immune system. They do this by changing the activity of genes that regulate growth processes. **H. SHELTON EARP, MD**, Director of Cancer Care at the Lineberger Comprehensive Cancer Center at the University of North Carolina, Chapel Hill, is conducting studies to identify genes and proteins that have become dysregulated to identify new targets for drug development. Current studies are focused on strategies to improve response to immunotherapies in advanced breast cancers.



Their research is generously made possible by:

The Estée Lauder Awards





### JORGE REIS-FILHO, MD, PhD, FRCPath

Breast cancer is not a single disease, but a group of diseases. There are five well-characterized types of breast cancer, where we understand the genetic drivers of the disease. However, there are many rare forms of the disease, which we currently know very little about. **JORGE REIS-FILHO, MD, PhD, FRCPath**, Director of Experimental Pathology, Memorial Sloan Kettering Cancer Center, is leading studies to understand the genetic drivers of these rare breast cancers so that more accurate diagnoses can be made, and targeted therapies can be developed.



Their research is generously made possible by:

The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Awards



### MICHAEL WIGLER, PhD

Tumors develop within normal tissue, and tumor cells interact with other non-cancer cells and host factors – factors unique to each patient. This microenvironment influences the growth of the tumor as well as its response to anti-cancer therapies. **MICHAEL WIGLER, PhD**, Professor of Cancer Genetics at Cold Spring Harbor Laboratory, is conducting studies to identify the types and functional states of cells in “neighborhoods” around the tumor. He aims to understand the complex interactions between normal cells and the cancer cells to identify ways to achieve the best outcome for the patient.



Their research is generously made possible by:

The Play for P.I.N.K. Award/ The Estée Lauder Companies' Breast Cancer Campaign Award



### JENNY C. CHANG, MD

New immune-based therapies called checkpoint inhibitors have improved outcomes in several challenging cancers including some Triple Negative Breast Cancers (TNBC). However, most TNBC tumors do not respond to this therapy. **JENNY C. CHANG, MD**, Professor of Medicine, Weill Cornell Medical College and Director of the Cancer Center at The Methodist Hospital, Houston Methodist Research Institute in Houston, TX, has identified a potential target that may enhance response to these therapies. In her current studies, Dr. Chang will test new combination therapies to enhance response to immunotherapy in TNBC.



Their research is generously made possible by:

The Estée Lauder Awards



### MAX WICHA, MD

Breast cancer cells begin as normal breast cells. Over time, they acquire new properties that allow them to grow out of control and become resistant to anti-cancer therapy. By studying normal processes, we can learn what goes wrong during cancer development and how to stop it. **MAX WICHA, MD**, Professor of Oncology, University of Michigan, Ann Arbor, MI, is conducting studies to understand the genomic profile—the genes that are turned on or off—in different cells in the normal tissue to identify the cell types that are driving drug resistance and tumor growth.



Their research is generously made possible by:

The Estée Lauder Companies' Employee Fundraising Award

## GLOBAL DISPARITIES

These studies seek to improve access to quality care in underserved communities in Africa.



### FUNMI I. OLOPADE, MB, BS, FACP

Women of African descent are more likely to be diagnosed with aggressive breast cancers than white women and more likely to die from their disease. Additionally, women in remote or low-resource areas have limited access to screening or genetic testing, compounding the challenge of reducing breast cancer deaths in women of African descent. **FUNMI I. OLOPADE, MB, BS, FACP**, Professor of Medicine and Human Genetics, University of Chicago, has created an international program in Sub-Saharan Africa to study the causes of breast cancer and to create an infrastructure to ensure that high-risk women get quality preventive screening and treatment. She and her University of Chicago colleagues have made tremendous progress in closing this knowledge gap through the Nigeria Breast Cancer Study (NBCS), which aims to improve the quality of breast cancer care in underserved low-resource communities through rigorous science and technology. These efforts are creating a strong clinical research infrastructure, which can be used to further strengthen the country's capacity to address and respond to emerging cancer care needs.



Their research is generously made possible by:

The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Awards



### LAWRENCE SHULMAN, MD and THARCISSE MPUNGA

Breast cancer is the leading cause of cancer deaths in women worldwide, with low-income and low-resource communities bearing a significant burden of deaths. Lack of screening and follow-up increase the chance that a woman will be diagnosed with advanced breast cancer and may not get quality treatment. **LAWRENCE SHULMAN, MD**, Deputy Director of Clinical Services at the University of Pennsylvania and BCRF co-investigator, **THARCISSE MPUNGA**, Medical Director, Butaro Hospital are changing this statistic in rural area hospitals in Rwanda with emphasis on training and infrastructure to increase early detection and reduce time to treatment. With early successes reported, they are expanding these efforts to more sites.



Their research is generously made possible by:

The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Awards

## PRIMARY PREVENTION

These studies are focused on primary prevention of breast cancer.



### REGINA M. SANTELLA, PhD and MARY BETH TERRY, PhD

Breast cancers that occur frequently in families can be due to both genetic and environmental factors. A person's genetic background can affect how his/her body responds to a range of environmental influences; from diet to common chemicals. **REGINA M. SANTELLA, PhD** and **MARY BETH TERRY, PhD**, Professors at the Columbia University Mailman School of Public Health, are conducting studies to understand the impact of environmental exposures in young girls from high-risk families to develop better risk prediction models and preventive strategies.



Their research is generously made possible by:

The Aveda Award



### VERED STEARNS, MD

Lifestyle factors can affect breast cancer risk. Being overweight or obese increases the risk of breast cancer after menopause and may result in worse outcome for women diagnosed with breast cancer at any age. **VERED STEARNS, MD**, Co-Director of the Breast Cancer Program at the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins University, is conducting studies to develop effective weight loss interventions and provide new clues to how weight loss may reduce the risk of breast cancer.



Their research is generously made possible by:

The Estée Lauder Awards



### THOMAS KENSLE, PhD

Puberty and adolescence are times of rapid breast development. Studies have shown that external factors, such as diet and other lifestyle choices during adolescence, can increase the risk of breast cancer later in life. **THOMAS KENSLE, PhD** Member, Public Health Sciences Division Fred Hutchinson Cancer Research Center is conducting studies to understand how an unhealthy diet, one high in sugar, refined and processed food, may cause an increase in breast cancer risk.



Their research is generously made possible by:

The Estée Lauder Companies' Employee Fundraising Award

## SECONDARY PREVENTION

These studies seek to identify new strategies to prevent drug resistance and breast cancer recurrence that could lead to metastasis.



### MONICA FORNIER, MD and LAURA BIGANZOLI, MD

Approximately 25 percent of patients with early stage breast cancer will be diagnosed with metastatic breast cancer. Breast cancer recurrence is a serious clinical challenge and a source of anxiety that many patients experience after treatment ends. **MONICA FORNIER, MD**, a medical oncologist at Memorial Sloan-Kettering Cancer Center and an Assistant Professor at Weill Cornell Medical College and her international colleague, **LAURA BIGANZOLI, MD** of the Hospital Prato, Istituto Toscano Tumori Italy, are conducting studies to understand how metabolites in the blood may be used to identify women with a high risk of breast cancer recurrence.



Their research is generously made possible by:

The Estée Lauder Companies' North America Manufacturing & Distribution and Global Research & Development Awards



### MITCH DOWSETT, PhD, BSC, and IAN E. SMITH, MD, FRCP, FRCPE

Breast cancers that require estrogen to grow—called estrogen receptor (ER)-positive breast cancers—are the most frequently diagnosed type of breast cancer. These cancers respond well to therapies that block growth-promoting effects of estrogen – called endocrine therapy. Resistance to endocrine therapy remains a significant clinical challenge, however and is often the cause of cancer recurrence and breast cancer deaths. **MITCH DOWSETT, PhD, BSC**, and **IAN E. SMITH, MD, FRCP, FRCPE**, Professors at The Royal Marsden Hospital and Institute of Cancer Research in London are studying the underlying causes of endocrine resistance so that preventive strategies can be developed.



Their research is generously made possible by:

The Estée Lauder Companies' Brand Award in Honor of Elizabeth Hurley





### SENTIL MUTHUSWAMY, PhD

Resistance to anti-estrogen (endocrine) therapies is a persistent clinical challenge, and new treatments are urgently needed to prevent estrogen receptor-positive tumors from progressing and spreading to other tissues. **SENTIL MUTHUSWAMY, PhD**, is pursuing dual complimentary strategies to benefit patients with metastatic disease and prevent cancer development in patients with high-risk premalignant disease. In one study he will study weaknesses in tumor cell energy metabolism to identify new targets to prevent resistance to endocrine therapy. His second study focuses on vaccine development.



Their research is generously made possible by:

The Estée Lauder Companies' Employee Fundraising Award

## SURVIVORSHIP

These studies focus on issues that patients face after breast cancer diagnosis and during treatment.

### PATRICIA A. GANZ, MD



Patients are living longer after breast cancer, because of more effective therapies. These lifesaving therapies, however, can have long-term side effects that diminish quality of life after therapy ends, including loss of brain function, a condition sometimes called “chemobrain.”

**PATRICIA A. GANZ, MD**, a BCRF Scientific Advisor and the Director of Cancer Prevention & Control Research at UCLA's Jonsson Comprehensive Cancer Center, is conducting a series of studies aimed at understanding how cancer therapies affect cognitive function and other factors related to quality of life. Dr. Ganz and her colleagues have continued to study a group of women after the end of treatment, and their reports have provided a rich source of information that has been helpful to patients and clinicians in understanding what to expect after treatment.



Their research is generously made possible by:

The Estée Lauder Awards



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

In cases of an unusual breast cancer diagnosis, such as diagnosis at a young age, genetic testing for inherited mutations in breast cancer risk genes, BRCA1 and BRCA2, for instance is commonly prescribed. Many oncologists lack the necessary training for the difficult patient conversations following genetic testing. **DAME LESLEY FALLOWFIELD, DBE, BSc, DPhil, FMedSci**, Professor of Psycho-oncology at Brighton & Sussex Medical School, University of Sussex, U.K., is leading a multi-disciplinary effort to create a training program for oncologists and genetic counselors to improve the communication skills of the healthcare team and the experience of women who face a breast cancer diagnosis and the news of a genetic susceptibility.



**Their research is generously made possible by:**

The Estée Lauder Companies' Brands Awards in Memory of Evelyn H. Lauder



### **JULIENNE E. BOWER, PhD and STEVEN W. COLE, PhD**

In a unique collaboration at UCLA, Associate Professors **JULIENNE E. BOWER, PhD** and **STEVEN W. COLE, PhD**, are studying the role that stress and the immune system play in cancer. They recently showed that social isolation can increase markers of inflammation in breast cancer survivors. Over the next year, they will conduct a more rigorous test of the association of social isolation and markers of stress in breast cancer patients participating in a clinical trial. The goal of the study is to see if the effect of stress related to social isolation is more relevant for particular types of breast tumors, and ultimately, to identify new targets for intervention to improve outcomes for women with breast cancer.



**Their research is generously made possible by:**

The Estée Lauder Companies' Brands Awards in Memory of Evelyn H. Lauder



### **MARIANA CHAVEZ-MACGREGOR, MD, MSc**

Among patients with early stage breast cancer, the use of adjuvant chemotherapy significantly decreases the risk of recurrence and improves overall survival. However, patients who experience delays in the initiation of chemotherapy may not have the same improved survival. Delays are more likely to occur in patients with more comorbidities, those of Hispanic or African American race/ethnicity, patients without a partner, Medicare or Medicaid beneficiaries, and those belonging to a low socioeconomic status. **MARIANA CHAVEZ-MACGREGOR, MD, MSc**, Associate Professor, University of Texas, MD Anderson Cancer Center, Houston, TX, is conducting an intervention study to reduce the time to treatment in a vulnerable population of breast cancer patients.



**Their research is generously made possible by:**

The Estée Lauder Companies' Employee Fundraising Award





# GLOBAL IMPACT

The Estée Lauder Companies' (ELC) Breast Cancer Campaign proudly supports more than 60 breast cancer organizations around the globe aligned to The Campaign's mission of funding research, education and medical services. Here are some highlights of our impact.

## Chile

ELC Chile has been supporting the **Incancer Foundation** since 2004. **Incancer Foundation's** three main pillars are service, teaching and research. Incancer aims to increase the financial resources of the National Cancer Institute (public hospital), whose mission is to provide comprehensive care to cancer patients who depend on the public system by offering personalized attention to patients and their families. The funding provided every year by The Breast Cancer Campaign to Incancer specifically supports more than 1,500 mammograms for women who are not covered by the public health system.

## China

ELC China has been in close collaboration with the **Shanghai Anti-Cancer Development Foundation** since 2011. Each year, ELC has donated to the Foundation's Pink Ribbon Poverty Fund to subsidize patients who receive medical treatment at the **Shanghai Cancer Center** and can't afford the cost.

## France

In 1994, ELC France and **Marie Claire** joined forces to become involved in the fight against breast cancer by creating the association **Le Cancer du Sein, Parlons-en!** The Association aims to contribute to both increasing awareness and supporting funding for research. Every year, The Association's commitment and mobilization are reinforced to inform more and more women about the importance of early detection.

## Greece

ELC Greece has supported the **Hellenic Association of Women with Breast Cancer, Alma Zois**, since 2005. The non-profit's three main pillars are psychological and social support of patients and survivors, education and awareness of the general public, as well as teaching and research.

Alma Zois, through the fundraising efforts of ELC Greece, has supported initiatives nationwide to inform the general female population of the importance of prevention, early detection and the demystification of cancer. ELC donations have also allowed patients to benefit from individual consultations, group therapy sessions as well as Peer Support Programs.

## Korea

ELC Korea has been working with **Korean Cancer Society (KCS)** since 2001 when the Breast Cancer Campaign first started in Korea. KCS aims to prevent, eradicate and help defeat cancers by educating the public through various programs and initiatives to provide accurate information about cancers. In 2015 ELC Korea developed and launched the breast cancer self-check app 'Pink Touch', as a direct action tool for women to make self-examinations every month. To date total the app has accumulated over 58,000 downloads.

## Malaysia

ELC Malaysia actively supports four NGOs in the fight against breast cancer: **National Cancer Society Malaysia, Breast Cancer Welfare Association, College of Radiology and Cancer Research Malaysia**. These organizations contribute significantly to the local community by providing education, support and care to patients, families and friends as well as conducting extensive research and tests to help find an end to breast cancer.

## Mexico

In Mexico, the ELC affiliate supports the work of several organizations, including **FUCAM (Fundación del Cáncer de Mama)** which offers diagnosis, treatment and specialized follow-ups in breast cancer treatment. This foundation mainly focuses on the most vulnerable socio-economic and marginalized groups in the country, as well as promoting education about early detection with adolescents and adults. ELC Mexico's work also includes initiatives with **Salvati, Cruz Rosa Monterrey, Cruz Rosa Guadalajara, and Asociación Mexicana de Lucha Contra el Cáncer**.





## Middle East

For over five years, the ELC Middle East affiliate has supported **Brest Friends** as part of **Al Jalila Foundation**, whose mission is to increase awareness of breast cancer amongst women of the United Arab Emirates. Brest Friends Al Jalila also operates the only breast cancer support group in Dubai, offering breast cancer patients, survivors and their families a vital network of advice, care and friendship. The organization is a champion of issues relating to accessibility of treatment for breast cancer, such as helping patients from all backgrounds navigate language and cultural barriers, transportation to treatment centers and provision of advice on health insurance.

## New Zealand

Since 1995, The Estée Lauder Companies (ELC) has worked with the **New Zealand Breast Cancer Foundation (NZBCF)** and believes in the charity's vision of zero deaths from breast cancer by pushing for new frontiers in early detection, treatment and support. For the past five years The Estée Companies has been the major sponsor of the NZBCF's annual event, The Pink Star Walk.

## Peru

The Breast Campaign has been active in Peru since 2011, with funds raised by the affiliate supporting timely detection and breast cancer care follow-up aimed for low-income women of marginalized communities through partnership with three NGO's in the country: **Liga Peruana de Lucha Contra El Cáncer, Lazo Rosado** and **Club de la Mama of the National Institute of Neoplastic Diseases (INEN)**.

## South Africa

ELC SA has formed a valuable collaboration with Cricket South Africa to continue their BCC community project at **Charlotte Maxeke Johannesburg Academic Hospital**. At the annual Pink One Day International match hosted by Cricket South Africa, the South African Cricket team as well as all match goers dress proudly in pink to drive Breast Cancer awareness and raise funds for the improvement of services offered by the Breast Cancer Clinic at **CMJAH**. ELC SA has also broadened their outreach to include **Hospice SA**, an organization which provides palliative care nationally to thousands of terminally ill patients.

## Taiwan

Since 1997, the Taiwan affiliate has supported the Taiwan Clinical Oncology Research Foundation, helping more than 50,000 beneficiaries through its various programs. ELC Taiwan's support has helped the foundation purchase two portable ultrasound screening devices and offer free breast ultrasound screening services for more than 35,000 individuals.

## United Kingdom

As well as funding research through BCRF, for several years ELC UK has supported the **Breast Cancer Haven**, which provides holistic care for women undergoing breast cancer treatment. For over 24 years, ELC UK has been one of the largest contributors to **Look Good Feel Better**, offering volunteer hours and donating products to help women, men and teenagers manage the visible side effects of cancer treatment.

## Look Good Feel Better

**Look Good Feel Better (LGFB)** is a non-medical, brand-neutral public service program that teaches beauty techniques to people with cancer to help them manage the appearance-related side effects of cancer treatment. The program includes lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling, helping people with cancer to find some normalcy in a life that is by no means normal.

In addition to LGFB's work in the US that is supported by The Estée Lauder Companies, the Look Good Feel Better Foundation oversees a global network of licensed affiliates that deliver LGFB support programs in countries across the globe. More than fourteen of The Estée Lauder Companies' affiliates partner with their respective local LGFB programs.

## ESTÉE LAUDER COMPANIES

# PINK RIBBON PRODUCTS

Five of The Estée Lauder Companies' Benelux beauty brands support our mission to create cancer-free world and raise funds for the Breast Cancer Research Foundation (BCRF).



AVEDA

### Rose Lip Conditioner & Amber Musk Rollerball Set

For the very first time, Aveda is combining our best-selling Hand Relief™ Moisturizing Creme with our best-selling Cherry Almond aroma in our limited-edition pink packaging to support cruelty-free breast cancer research. This rich hand creme intensely moisturizes to help soothe dry hands. Andiroba oil and other plant hydrators help infuse skin with nourishment for moisturized, soft hands. Treat your senses with the sweet, juicy, floral Cherry Almond aroma, which is 100% naturally derived.\*

\*From plants, non-petroleum minerals or water.

**Size:** 150ml

**Suggested Retail Price:** €30,00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Aveda will donate \$5.00 from the purchase price of this product with a maximum donation of \$325,000 to support cruelty-free research through the Breast Cancer Research Foundation® (BCRF) from 01/10/19 - 30/09/20, while supplies last.

**Available at:** Aveda salons, spas, institutes, free standing store (Antwerp) and Aveda.be

**Website:** Aveda.be



LA MER

### The Treatment Lotion

This super hydrator optimizes the rest of your La Mer regimen. Like "liquid energy", this fast-absorbing elixir delivers an instant rush of hydration to visibly soften and nourish skin.

**Size:** 100 ml

**Suggested Retail Price:** €95,00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, La Mer will donate 20% of the purchase price of this limited-edition 100 ml The Treatment Lotion with a maximum donation of \$53,000 to the Breast Cancer Research Foundation® (BCRF) from 01/09/19 to 30/06/20.

**Available at:** Selected point of sales and lamer.eu

**Website:** lamer.eu





CLINIQUE

## Great Skin, Great Cause Dramatically Different Moisturizing Lotion+

Each year, Clinique offers a special, limited-edition bottle of its Dramatically Different Moisturizing Lotion+, which combines all-day hydration with skin-strengthening ingredients to help skin look younger, longer. Also helps strengthen skin's own moisture barrier, so more moisture stays in. The limited-edition version of Clinique's Dramatically Different Moisturizing Lotion+ is adorned with a Clinique key ring that includes the Pink Ribbon.

**Size:** 200 ml

**Suggested Retail Price:** €56,40

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Clinique will donate \$10.00 from the purchase price of Great Skin, Great Cause with a maximum donation of \$475,000 to the Breast Cancer Research Foundation® (BCRF) from 15/09/19 – 30/06/20.

**Available at:** Selected point of sales and Clinique.be

**Website:** Clinique.be



ESTÉE LAUDER

## Pink Perfection Lipstick Set

The Pink Perfection Lipstick Set features three of Estée Lauder's best-selling Pure Color Envy lipstick shades: Powerful, Tumultuous Pink and Rebellious Rose – each in a limited-edition pink metalized lipstick case with a golden ribbon logo detail. This one-of-a-kind lipstick collection is packaged in a re-usable pink pouch with a mirror.

**Size:** N/A

**Suggested Retail Price:** €50,70

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 100% of the suggested retail price of this product with a maximum donation of \$470,000 to the Breast Cancer Research Foundation® (BCRF) from 01/09/19 - 30/06/20.

**Available at:** Planet Parfum, Inno Rue Neuve, Paris 8 (Luxemburg) and Esteelauder.be

**Website:** Esteelauder.be



ESTÉE LAUDER

## Limited-Edition Advanced Night Repair Synchronized Recovery Complex II with Pink Ribbon Bracelet

For a third season, Estée Lauder is bringing back the limited-edition pink Advanced Night Repair. Estée Lauder's #1 repair serum, Advanced Night Repair, is for every woman, every night. This powerful serum supports skin's natural nighttime repair process. Take advantage of the restorative power of night and see your skin look smoother, more even-toned, younger, more radiant. This limited-edition Advanced Night Repair comes packaged with a Pink Ribbon bracelet that empowers consumers to show their support for breast cancer awareness.

**Size:** 50 ml

**Suggested Retail Price:** €127,25

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the suggested retail price of this product with a maximum donation of \$285,000 to the Breast Cancer Research Foundation® (BCRF) from 01/09/19 - 30/06/20.

**Available at:** Planet Parfum, Inno Rue Neuve, Paris 8 (Luxemburg)

**Website:** Esteelauder.be



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**#TimeToEndBreastCancer**

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