



ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN



# Coming together to help end breast cancer for all.

Our global community supports research,  
education and medical services through  
60+ organizations worldwide.

**#TimeToEndBreastCancer**

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





ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN

# THE ESTÉE LAUDER COMPANIES' 2021 BREAST CANCER CAMPAIGN

## *Coming Together to Help End Breast Cancer for All*

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The Estée Lauder Companies is a different kind of company. We have a 75-year legacy of putting our values into action, placing people, positive impact and inclusivity at the heart of everything we do. It's what makes us a Beauty Inspired, Values Driven company. Since 1992, The Estée Lauder Companies' Breast Cancer Campaign (The Campaign) has leveraged the power of our portfolio of brands, engaged our passionate employees and supported dedicated partners and organizations to positively impact the global breast cancer community. This year, as we come together to help end breast cancer for all, The Campaign remains steadfast in its commitments to tirelessly raise awareness, drive progress, and ultimately help find a cure for this disease through the advancements of research, education and medical services.

As our company's largest corporate social impact program, The Campaign behind the pink ribbon continues to rally people everywhere, all inspired by our mission to create a breast-cancer free world.

*Together, we are accelerating our progress towards a more equitable and beautiful future for the breast cancer community and beyond.*

*It's #TimeToEndBreastCancer*

# *Breast Cancer Is Now The Most Commonly Diagnosed Cancer Worldwide*

Our call to help end breast cancer is more urgent today than ever, as breast cancer is now the most commonly diagnosed cancer worldwide—surpassing lung cancer for the first time in 2020—with an estimated 2.3 million new cases<sup>1</sup>. This sobering statistic has only reaffirmed why the mission of The Campaign remains unwavering, uniting people in hope to help end breast cancer as a life-threatening disease, for all.

*“I’d like to be able to save lives.”*

*Estée Lauder*



The Estée Lauder Companies has been the leader in the global breast cancer movement since Evelyn H. Lauder co-created the Pink Ribbon and started The Breast Cancer Campaign in 1992, igniting meaningful action and inspiring a still thriving worldwide movement. Although we have already made great strides against this disease, as breast cancer mortality rates have decreased in the U.S. by 41 percent among women since 1989 because of earlier detection and improved treatment<sup>2</sup>, our work is not yet done.

<sup>1</sup> World Health Organization, 2021

<sup>2</sup> American Cancer Society® Facts and Figures 2020-2021

# Global Impact

The Campaign is committed to driving positive social impact by supporting more than 60 organizations around the globe to raise funds, educate, support, and bring us closer to a world without breast cancer.

The Breast Cancer Research Foundation® (BCRF) is our leading partner in The Campaign, founded by the late Evelyn H. Lauder in 1993, and is the highest-rated non-profit breast cancer organization in the U.S. dedicated to funding the world's most promising research to end breast cancer for all. The research grants we fund span the entire continuum of breast cancer research – from 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 both during and after treatment.



The Campaign has raised more than *\$99 million* globally for lifesaving research, education, and medical services through the collective support of our consumers, employees, and partners worldwide.

The Campaign is focused on addressing *global disparities* to improve access to quality care in underserved communities, as well as intervention studies to reduce the time to treatment in vulnerable populations of breast cancer patients.

The Campaign has funded *321 medical research grants* (\$80 million of total funds raised) through the Breast Cancer Research Foundation®(BCRF). In 2020-2021 The Campaign is funding BCRF investigators in: Canada, China, France, Italy, Rwanda, UK, and US.

Distributed approximately *180 million Pink Ribbons* at our brand's beauty counters worldwide.

Mobilized our employees worldwide to positively impact communities and unite in action to support more than *60 organizations* around the world.

# *A Diverse Disease*

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Breast cancer is not a disease that has a single story. It is as diverse and complex as our global community and it profoundly impacts everyone it touches – patients, loved ones, doctors, caregivers, advocates and more.

In support of everyone touched by breast cancer, this year's creative features layers of the Pink Ribbon—the universally recognized symbol for breast cancer. Shades of pink, textures, and designs intertwine to signify the diversity of the disease, the equity we hope to help achieve and the unity we have in support of the entire breast cancer community worldwide.

Breast cancer is a disease that affects us all, but not always equally. The Campaign has, and will continue to, address breast cancer disparities that exist for minority and other vulnerable groups through our funded research with the Breast Cancer Research Foundation® and various NGOs around the world.

There are groups who are at a higher risk of developing and dying from the disease.

- While one in eight women in the U.S. will develop invasive breast cancer in her lifetime,<sup>3</sup> breast cancer death rates for Black women are 40 percent higher than for white women<sup>2</sup>, even though diagnosis rates are slightly lower for Black women.
- Breast Cancer survival rates in high-income countries far exceed those in low-income countries.<sup>4</sup>

One in 833 men are at risk of getting breast cancer in his lifetime<sup>5</sup>, and while this group is a small fraction of the population, they are also more likely to have a fatal diagnosis<sup>6</sup>.

The breast cancer community continues to be at greater risk of severe illness from COVID-19.

- In 2020, there was a significant decline in breast cancer diagnoses—by as much as 51.8 percent in the U.S. from March 1 to April 18<sup>7</sup>—because of reductions in screening due to the pandemic.
- Over the next decade, the coronavirus pandemic is projected to result in nearly 10,000 additional deaths from breast cancer and colorectal cancers<sup>8</sup> as a result of these delays.

## *#TimeToEndBreastCancer*

The Estée Lauder Companies, we are steadfast in our commitment to put people at the center of everything we do, and live our shared values to promote inclusion, diversity and equity for all. Through the collective efforts of our employees, consumers and partners worldwide, The Breast Cancer Campaign remains at the forefront of facilitating real progress against this disease, bringing us closer to our mission. Together, with the dedication of our global community, we can help create a breast cancer-free world for all.

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<sup>3</sup> American Cancer Society, 2021

<sup>4</sup> World Health Organization, 2021

<sup>5</sup> American Cancer Society, 2021

<sup>6</sup> JAMA Oncology, 2019

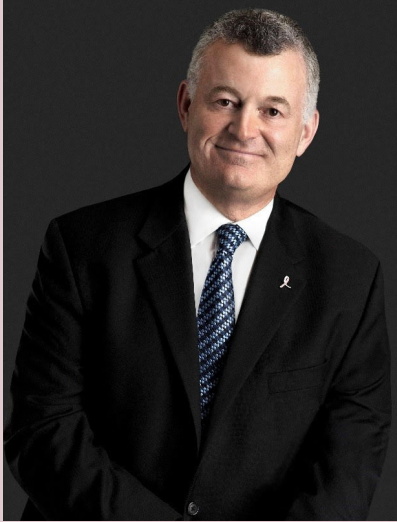
<sup>7</sup> JAMA Network, 2020

<sup>8</sup> Science Magazine, 2020

# GLOBAL AMBASSADORS

## *William P. Lauder*

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



William P. Lauder continues to live the Lauder Family's values and champion The Breast Cancer Campaign's mission to create a breast cancer-free world in honor of his late mother Evelyn H. Lauder, who founded The Campaign 29 years ago. Lauder also serves as a member of the Board of Directors and Co-Chair of the Breast Cancer Research Foundation® (BCRF). Lauder's passion for helping to end breast cancer in our lifetime continues to drive The Campaign forward, inspiring the global community to take action and help advance progress against the disease.

*"As a Beauty Inspired, Values Driven company, we strive to make meaningful social investments toward issues that matter to our employees, customers, and partners around the world. Family values are and have always been at the core of The Estée Lauder Companies. When my mother, Evelyn H. Lauder, started The Estée Lauder Companies Breast Cancer Campaign and co-created the Pink Ribbon in 1992, she had a vision of a breast cancer-free world. Today, the Campaign, our Company's largest corporate social impact program, remains unwavering in its mission to help end breast cancer. Breast cancer is now the most commonly diagnosed cancer worldwide —surpassing lung cancer for the first time in 2020—with an estimated 2.3 million new cases, making now, a more critical time than ever to prioritize this significant work as we continue to create a brighter future for all."*

## *Elizabeth Hurley*

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

Elizabeth Hurley serves as the longtime Global Ambassador for The Estée Lauder Companies' Breast Cancer Campaign. Soon after Elizabeth became the spokesmodel for Estée Lauder in 1995, Evelyn H. Lauder asked her to join The Campaign's mission by speaking openly about breast health and helping to raise funds globally to find a cure. Ever since, she has helped to advance The Campaign's work worldwide, while continuing her career as an actor, model, swimwear designer, and mother.

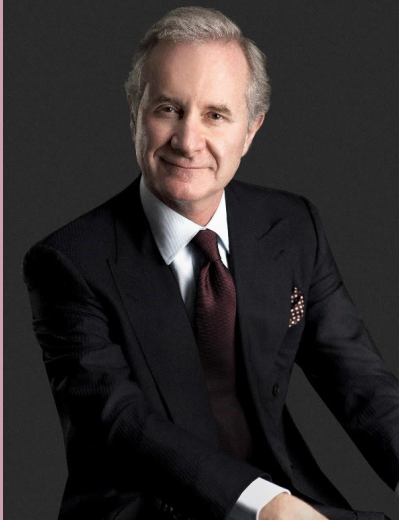
*"My role as Global Ambassador for The Breast Cancer Campaign continues to be my life's most meaningful work. I joined Evelyn to work on The Campaign shortly after she started it in the early 1990's. Over the years, I've seen the powerful impact The Estée Lauder Companies has had on the global breast cancer community, including groundbreaking progress made through the research The Campaign has funded to advance science, treatments and care. We must carry on Evelyn's legacy and come together in support of The Campaign and help to find a cure for this disease. I'll always remember that Evelyn said important work like this can never be done by any one person, but a collective group. I am honored to continue this meaningful work and be a small part of a global community who is united in hope around The Campaign's mission to help create a breast cancer-free world."*



# GLOBAL AMBASSADORS

## *Fabrizio Freda*

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



Fabrizio Freda believes the success of The Estée Lauder Companies is a reflection of our long-term commitment to put people, positive impact and inclusivity at the heart of everything we do, especially as it relates to health and wellbeing. As part of being a Beauty Inspired, Values Driven company, he embraces The Breast Cancer Campaign as the largest corporate social impact program. With The Campaign being a true hallmark of the company's long-term social investments, he encourages employees, consumers and partners worldwide to continue their responsibilities as global citizens and help to create a breast cancer-free world.

*"The Estée Lauder Companies' success is deeply rooted in our core values and the positive impact we have on our employees, our communities and the planet. The Breast Cancer Campaign is an authentic cornerstone of our commitments to being a Beauty Inspired, Values Driven company and we will continue our work to drive positive change for the breast cancer community and beyond."*

## *Bari Seiden-Young*

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

Bari Seiden-Young has been with The Estée Lauder Companies for more than 20 years and has led The Breast Cancer Campaign since 2010. As part of the senior leadership team overseeing Global Corporate Citizenship and Sustainability, she helps drive the company's broader ESG goals and leads communications. The Breast Cancer Campaign, a key component of ELC's ESG commitments, is a hallmark of our long-standing social investments. Bari's dedication to The Campaign's work has significantly driven positive impact through increased action, fundraising and awareness worldwide. She is also on the Advisory Board of the Breast Cancer Research Foundation® (BCRF).

*"Our ELC family remains committed to delivering long-term value and driving positive impact to our global community. It has been my greatest honor to lead The Breast Cancer Campaign, a key cornerstone of our social investments, for over a decade. People everywhere continue rallying together in the name of The Campaign, supporting the entire breast cancer community by helping to fund life-saving research, education and medical services. The Campaign's work is at the heart of who we are and a true reflection of our ELC Family values. The progress we have made inspires me every day to carry on Evelyn's legacy and our mission to create a breast cancer-free world."*





# LIFESAVING ACTIONS OF BCRF RESEARCHERS

Of the more than \$99 million raised through The Breast Cancer Campaign, \$80 million has funded 321 medical research grants through the Breast Cancer Research Foundation (BCRF). BCRF, founded by the late Evelyn H. Lauder, is The Estée Lauder Companies' leading partner in The Campaign. It is the highest rated non-profit 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.

The BCRF research our Campaign supports spans the entire continuum of breast cancer research — basic biology of how healthy cells go awry and become cancerous, developing new diagnostic tests and new treatments, research to improve a patients' quality-of-life both during and after treatment, and improving access to quality care by identifying barriers to timely treatment for under-represented and other vulnerable populations.

In 2020-2021, The Estée Lauder Companies is funding BCRF Investigators in seven countries across the globe: Canada, China, France, Italy, Rwanda, UK, and US.

## *Furthering Commitments to Help Eliminate Breast Cancer Disparities*

To reinforce and build upon The Estée Lauder Companies' legacy of breast cancer funding and furthering the company's commitment to Racial Equity, the company and the Lauder Family will invest **\$1 million over two years towards research to help eliminate breast cancer disparities**. Through grants with the Breast Cancer Research Foundation® (BCRF), two important new initiatives will be supported.

The first grant will support **Dr. Nikhil Wagle of Dana-Farber Cancer Institute** and will aim to both improve our understanding of metastatic breast cancer in Black patients and expand the participation of Black breast cancer patients in clinical research. By studying the progression of disease and response to therapies specifically in Black patients, Dr. Wagle's work is expected to help lead to targeted therapies, precision medicine and improved outcomes specifically for Black patients.

Through work in partnership with the **American Society of Clinical Oncology** and the **American Association of Cancer Research**, the second grant will support a new directive to provide funding to early-career, under-represented investigators in the breast cancer research field, or research aimed at breast cancer disparities. This work is expected to have a significant impact on the career development for early-stage investigators at a critical juncture in their career path.

*These grants are in addition to the BCRF-funded research outlined within this press kit.*



## *Research in Action*

Funds raised by The Campaign have supported research grants 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
- Identification of 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 and 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

# 2020-2021 BCRF RESEARCHERS

The Estée Lauder Companies' Breast Cancer Campaign is proud to support the following 2020-2021 Breast Cancer Research Foundation® Investigators in their efforts to prevent and cure breast cancer.

## *Improving Treatment*

### *Fabrice André, MD, PhD*

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

No two breast cancers are alike, and treatments do not 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*

*Professor, Department of Pathology & Laboratory Medicine, University of British Columbia Vancouver, Canada*

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*

*Chair, Molecular, Cellular and Development PhD Subprogram in Biology, City University of New York Graduate Center*

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.



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

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

## Lewis C. Cantley, PhD

Director, Sandra and Edward Meyer Cancer Center, Weill Cornell Medical College



The concept behind “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.



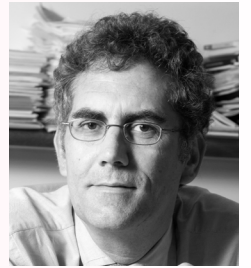
**Their research is generously made possible by:**

The Estée Lauder Companies’ Employee Fundraising Awards

## Angelo Di Leo, MD, PhD

Head of Sandro Pitigliani Medical Oncology Unit, Department of Oncology Hospital of Prato in Italy

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.



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

The Estee Lauder Companies’ Award in Honor of Fabrizio Freda



## Leisha Emens, MD, PhD

Professor of Oncology, Johns Hopkins University

## Elizabeth Jaffee, MD

Professor of Oncology, Johns Hopkins University

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 drug and block their effects. LEISHA EMENS, MD, PhD and ELIZABETH JAFFEE, MD, 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*

*Co-Director, Center for Functional, Cancer Epigenetics at Dana-Farber Cancer Institute*

Robust biomarkers that can predict response to immunotherapy 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' Employee Fundraising Awards

## *Alan D'Andrea, MD*

*Professor of Radiation Oncology, Dana Farber Cancer Institute, Boston, MA*

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, in Boston, is conducting laboratory studies to test combination approaches to improve response to PARP inhibitors so that more patients with TNBC will benefit.



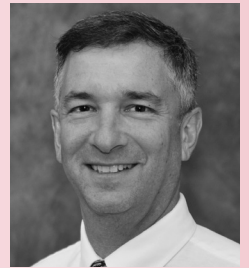
**Their research is generously made possible by:**

The Clinique Awards

## *David Rimm, MD, PhD*

*Professor of the Department of Pathology and Director of the Pathology Tissue Services and Translational Science in Pathology, Yale University School of Medicine*

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*

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

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 two to four 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 Awards


# Tumor Biology

## *H. Shelton Earp, MD*

*Director, Cancer Care at the Lineberger, Comprehensive Cancer Center, University of North Carolina, Chapel Hill*

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*

*Director, Experimental Pathology, Memorial Sloan Kettering Cancer Center*

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*

*Professor, Cancer Genetics, Cold Spring Harbor Laboratory*

Tumors develop within normal tissue, and tumor cells interact with other non-cancer cells and host factors that are 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

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

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, 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

## Mitch Dowsett, PhD, BSc

*Professor, Royal Marsden Hospital and Institute of Cancer Research in London*

## Ian E. Smith, MD, FRCP, FRCPE

*Professor, Royal Marsden Hospital and Institute of Cancer Research in London*

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 endocrine therapies that block growth-promoting effects of estrogen. Yet resistance to endocrine therapy remains a significant clinical challenge 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



## Adrian L. Harris, MD, DPhil

*Professor of Medical Oncology, University of Oxford; Director, Cancer Research UK Medical Oncology Unit*

Patients with a type of DNA repair defect may respond better to immunotherapy when it's combined with a type of drug that stops the repair of cancer cells, which leads to cell death and a reduction in tumor growth. ADRIAN L. HARRIS, MD, DPhil, Professor of Medical Oncology, University of Oxford and Director, Cancer Research UK Medical Oncology Unit, is conducting research to identify strategies to prevent tumor growth. He plans to use a new technology that will help identify pathways that regulate blood vessels in breast cancer, which could inform the development of new targeted treatments for the disease. To continue growing, breast cancer tumors must develop their own blood supply, and they do so by forming new blood vessels from ones that already exist. Dr. Harris is studying ways to prevent this process from occurring, which would starve tumors of the oxygen and nutrients they require. His work may reveal new strategies for preventing the growth of aggressive breast cancers.



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

The Estée Lauder Companies' UK & Ireland Award

## *Gabriel N. Hortobagyi, MD, FACP, FASCO*

*Professor, Department of Breast Medical Oncology, University of Texas MD Anderson Cancer Center, Houston, Texas; Chair, BCRF Scientific Advisory Board*

## *Mien-Chie Hung, PhD*

*President, China Medical University, Taichung, Taiwan, China*

GABRIEL N. HORTOBAGYI, MD, FACP, FASCO and MIEN-CHIE HUNG, PhD have found that the antidiabetes drug metformin can be given to patients to enhance the effectiveness of immunotherapy. They have also identified an enzyme that may serve as a biomarker to predict resistance to a specific type of immunotherapy (anti PD-1 and anti PD-L1 immune checkpoint therapy).

Drs. Hortobagyi and Hung are conducting research to improve outcomes in patients with triple negative breast cancer (TNBC) by enhancing response to existing therapies and developing new ones. TNBC is an aggressive form of breast cancer that is challenging to treat and is more likely to spread and recur. Immunotherapies have shown some benefit in patients with TNBC, but most receive very little benefit and may suffer severe side effects. Drs. Hortobagyi and Hung are investigating the causes of resistance to PD-L1/PD-1 immune checkpoint therapy, which will allow them to develop effective combination therapies to overcome resistance.



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

The Estée Lauder Companies' Employee Fundraising Award

## *Addressing Disparities*



## *Funmi I. Olopade, MB, BS, FACP*

*Professor of Medicine and Human Genetics, University of Chicago*

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*

*Deputy Director, Clinical Services, University of Pennsylvania, BCRF Co-investigator*

## *Shyirambere Cyprien, MMED*

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

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, SHYIRAMBERE CYPRIEN, Director of Oncology Partners in Health, 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



## *Mariana Chavez-MacGregor MD, MSc*

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

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, in Houston, 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

## *Jorge Gomez, MD, PhD*

*Assistant Vice President for Translational Research in Special Populations; Associate Director, Center for Elimination of Border Health Disparities, University of Arizona Health Sciences; Assistant Director for Cancer Research, University of Arizona Cancer Center; Assistant Professor, Mel and Enid Zuckerman College of Public Health, University of Arizona, Tucson*

Dr. Gomez has identified cultural, language, and financial barriers to breast cancer screening and preventive care faced by Latinas in the southwest region of the U.S. His findings have guided the development of a culturally appropriate program that could ultimately improve breast cancer outcomes in this underserved population. JORGE GOMEZ, MD, PhD wants to improve access to breast cancer screening among Hispanic women in under resourced settings in the region.



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

The Estée Lauder Companies' Employee Fundraising Award



# Prevention



## *Regina M. Santella, PhD*

*Professor, Columbia University, Mailman School of Public Health*

## *Mary Beth Terry, PhD*

*Professor, Columbia University, Mailman School of Public Health*

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*

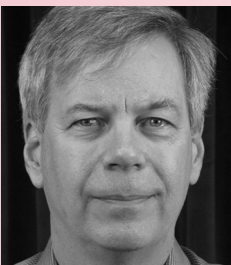
*Co-Director, Breast Cancer Program, Sidney Kimmel Comprehensive Cancer Center, Johns Hopkins University*

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 Kensler, PhD*

*Member, Public Health Sciences Division, Fred Hutchinson Cancer Research Center*

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 KENSLER, PHD Full 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 Aveda Awards

# Metastasis



## *Monica Fornier, MD*

*Medical Oncologist, Memorial Sloan-Kettering Cancer Center; Assistant Professor, Weill Cornell Medical College*

## *Laura Biganzoli, MD*

*Hospital Prato, Istituto Toscano Tumori, Italy*



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

# Survivorship

## *Patricia A. Ganz, MD*

*BCRF Scientific Advisor, Director, Cancer & Control Research, UCLA's Jonsson Comprehensive Cancer Center*

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*  
*Professor, Psycho-oncology at Brighton & Sussex Medical School, University of Sussex, U.K.*

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, such as BRCA1 and BRCA2, 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*

*Associate Professor, UCLA*

*Steven W. Cole, PhD*

*Associate Professor, UCLA*

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



# GLOBAL IMPACT

Our global community supports research, education and medical services through 60+ organizations worldwide in so many ways including:

Funding *medical research and fellowships* worldwide

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 producing informative materials

Supporting the *building and updating of various care centers* to treat breast cancer patients

Funding *lifesaving medical resources and services* including access to mammograms and screenings to vulnerable groups without access to healthcare

Positively impacting the lives of people with breast cancer and their families by helping to *provide support, therapy and counseling programs*

## AUSTRALIA

For more than two decades, ELC Australia has supported the breast cancer community through their partnership with **Look Good Feel Better and National Breast Cancer Foundation (NBCF)** by helping to fund critical research. ELC Australia also works with the **Garvan Institute of Medical Research (Breast Cancer Division)** as well as the **Breast Cancer Network Australia (BCNA)**.

## AUSTRIA

Since 2002 ELC Austria has partnered with the **Austrian Cancer Society**. This organization supports women with breast cancer diagnosis who are in need of financial support during their treatment process.

## BENELUX

In 2020, ELC 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**.

## BRAZIL

Through the partnership with **Américas Amigas** ELC Brazil has been able to help mobilize the resources of the organization and provide preventative breast cancer exams and medical assistance to women in Brazil with limited access to health care.

## CHILE

In Chile, ELC's ongoing alliance with **Fundación Oncológica** at the **Instituto Nacional del Cáncer** started in 2008 and in 2019 ELC Chile launched a new initiative with **Corporación Nacional del Cáncer (CONAC)**. Both organizations focus on providing education and affordable services of palliative care and treatment to women not covered by the public health care system.

## CHINA

In 2020, ELC China began a new partnership with the **Minhang District branch of the Shanghai Charity Foundation**, which cares for breast cancer patients in two rural counties: Shidian County, Yunnan and Xunwu County, Jiangxi.

## COLOMBIA

ELC Colombia works with **Fundación Salud Querida** an organization that educates the public on breast cancer and supports patients from diagnosis through remission, as well as raises funds to support those in need of treatment as well as organizes workshops with patients.

## FRANCE

Created in France in 1994 by Estée Lauder Companies France and Marie Claire magazine, the association **Ruban Rose** has a dual mission to raise public awareness about breast cancer with an annual campaign and to raise funds to support research.

## GREECE

For the third year, ELC Greece funded a mobile mammogram unit through the **Hellenic Cancer Society**, which focuses on prevention and early detection. Through ELC Greece's contributions, the Mobile Mammogram Unit is able to provide 2,000 free mammograms to local women who have limited access to healthcare.



## INDONESIA

ELC Indonesia has a long-standing association with **Love Pink Indonesia** where ELC helps to spread awareness on early signs of breast cancer and raises funds to help the organization purchase critical medical equipment necessary for early detection as well as provide mammograms for those in low income communities.

## ITALY

Since 2015 ELC Italy has partnered with **AIRC - The Italian Foundation for Cancer Research** to support three-year fellowship projects named after The Estée Lauder Companies Italia.

## KOREA

In 2020, ELC honored the **20th year of the Breast Cancer Campaign** in Korea and has maintained its long-standing partnership with **Korean Cancer Society (KCS)** to support initiatives surrounding public education, outreach and medical services for the low-income breast cancer community in the region.

## MALAYSIA

ELC Malaysia has actively worked with four local organizations including **National Cancer Society Malaysia (NCSM)**, **Breast Cancer Welfare Association, Malaysia (BCWA)**, **College of Radiology, Malaysia (CoR)**, and **Cancer Research Malaysia (CRM)**. ELC Malaysia's partners work to advance research, on ways to combat breast cancer stigma, promote early detection and support women in rural areas.

## MEXICO

Since 2013 ELC Mexico has partnered with three organizations, **Fundación de Cáncer de Mama (FUCAM)** and **Cruz Rosa**, both of which focus on providing support to Mexican women in low-income areas with limited resources required for treatment.

## MIDDLE EAST

In the Middle East, ELC continues to unite with **Brest Friends** in partnership with the **Al Jalila Foundation** providing resources, education, support groups and medical services to women with breast cancer diagnosis. This work includes offering emotional and financial advocacy for breast cancer patients and their families who face barriers to health insurance, transportation, and language.

## PERU

ELC Peru has its ongoing collaboration with **National Institute of Neoplastic Diseases (INEN)**, where funds raised helped provide thousands of mammograms for women in communities with limited access to healthcare. For the second year, ELC Peru worked with **ALINEN**, an organization that mobilizes women who are passionate about volunteering, to support the local breast cancer community.

## POLAND

Through the partnership with the **International Hereditary Cancer Center at Pomeranian Medical University**, ELC Poland helps to drive the advancements of hereditary cancer research, with a focus on gene mutation, by donating funds to the organization.

## SOUTH AFRICA

ELC South Africa continues to work with **Look Good Feel Better South Africa**. They also provide support to the **Charlotte Maxeke Johannesburg Academic Oncology Clinic**, helping to upgrade facilities in the Oncology Wards. In addition, ELC South Africa raises funds to donate wish-list items of medical equipment, hygiene and nutritional supplies to **Hospice South Africa**.

## SWITZERLAND

In 2005 ELC Switzerland began their partnership with **Look Good Feel Better** and recently started a new initiative with the **International Breast Cancer Study Group (IBCSG)** whose mission is to advance clinical research, giving patients longer symptom-free periods after treatments, improving on patient quality of life.

## UK & IRELAND

ELC UK & Ireland have continued their strategic partnership with **Future Dreams**, and through this partnership is supporting the **Future Dreams House** which will be London's first ever specialist breast cancer support center – offering free personalized services, addressing the emotional and physical side-effects of treatment. In the UK & Ireland, ELC has also partnered with **Breast Cancer Now** to create self-check education materials. In addition, they have a well-established program to help raise funds for **BCRF** to support life-saving breast cancer research.

# PINK RIBBON PRODUCTS

Six of The Estée Lauder Companies' beauty products support our mission to create a breast cancer-free world and raise funds for the Breast Cancer Research Foundation® (BCRF).

*Please note, all of the information is under embargo and cannot be included until October 2021 issue timing.*

AVEDA

## *Hand Relief™ Moisturizing Crème with Shampure™*

Turn care into cure with Aveda's Limited-Edition Hand Relief™ Moisturizing Creme featuring the beloved Shampure™ aroma. This Limited-Edition Hand Relief™ Moisturizing Creme is vegan and 95% naturally derived with andiroba oil and other plant hydrators that help infuse skin with nourishment. And, like all Aveda products, Limited-Edition Hand Relief™ Moisturizing Creme is cruelty-free and is manufactured with 100% solar and wind power.

**Size:** 100 ml

**Suggested Retail Price:** €30,00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Aveda will donate €10 from the purchase price of Hand Relief™ Moisturizing Crème with Shampure™ to support cruelty-free research through the Breast Cancer Research Foundation® from 9/26/21 to 6/30/22, or until supplies last.

**Available at:** Aveda salons and Aveda.eu.

**Website:** Aveda.eu



2021 BREAST CANCER CAMPAIGN Pink Ribbon Products



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 look younger, longer. This year, our iconic moisturizer is in a limited-edition pink bottle to honor and support Clinique's commitment to the Breast Cancer Campaign.

**Size:** 200 ml

**Suggested Retail Price:** €56,40

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Clinique will donate 25% from the purchase price of Great Skin, Great Cause Limited Edition Dramatically Different Moisturizing Lotion+ with a maximum donation of €8.500 to the Breast Cancer Research Foundation® from 9/15/21 to 6/30/22, or until supplies last.

**Available at:** Planet Parfum, Inno, independant perfumeries and clinique.be

**Website:** Clinique.be

DARPHIN

### *INTRAL Daily Rescue Serum*

Darphin is proud to support breast cancer research with its bestselling serum, Intral Daily Rescue Serum, specially packaged with the pink ribbon. This ultra-lightweight, fast-absorbing, multifunctional serum instantly hydrates discomforted skin and soothes redness and irritations that can lead to visible signs of aging. Thanks to its unique botanical CALM COMPLEX\* and Micro-Water Technology, the formula penetrates deep into the skin for a more even-looking, softer complexion.

**Size:** 30 ml

**Suggested Retail Price:** €63,00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Darphin will donate €10 of the purchase price of Intral Daily Rescue Serum to the Breast Cancer Research Foundation® from 10/1/21 to 2/28/22, or until supplies last.

**Available at:** Farmaline.be and Newpharma.be

**Website:** Darphin.eu





ESTÉE LAUDER

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

Our next-generation Advanced Night Repair serum for Fast Visible Repair and Youth-Generating Power, plus a limited edition sleeve, 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. Works night and day to help skin maximize its overall natural rhythm of repair and protection. This deep and 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 your most beautiful, healthy-looking skin today. Inspired by groundbreaking research, it's the high performance serum beautiful skin can't live without.

**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 purchase price of Advanced Night Repair Synchronized Multi-Recovery Complex to the Breast Cancer Research Foundation® from 9/1/21 to 6/30/22, or until supplies last.

**Available at:** Inno Rue Neuve, Independant parfumeries, Esteelauder.be

**Website:** Esteelauder.be



ESTÉE LAUDER

### *BRAVE & BEAUTIFUL Kit*

Lift your look by saturating skin with these intensely nourishing, multi-effect cremes. Skin is plumped, supple—more resilient. Lines and wrinkles appear reduced. Radiance is recharged. Lips pop with our hydrating balm and statement-making, wearable color.

**Suggested Retail Price:** €72,40

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the purchase price of BRAVE & BEAUTIFUL KIT to the Breast Cancer Research Foundation® from 9/1/21 to 6/30/22, or until supplies last.

**Available at:** Inno Rue Neuve, Independant parfumeries, Esteelauder.be

**Website:** Esteelauder.be



LA MER

### *Crème de la Mer The Moisturizing Cream*

The La Mer moisturizer that started it all. This luxuriously rich cream immerses skin in deep, soothing moisture, helping heal dryness. Skin feels soft-to-the-touch, supple and smooth. Lines and wrinkles are visibly softened. Unlock the power of a radiant transformation, day and night. Ideal for drier skin.

**Size:** 30 ml

**Suggested Retail Price:** €170,00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, La Mer will donate 80% of the purchase price of this 30ml Crème de la Mer The Moisturizing Cream with a maximum donation of €5.000 to the Breast Cancer Research Foundation® from 10/1/21 to 10/31/21, or until supplies last.

**Available at:** Ici Paris XL and [cremedelamer.eu](http://cremedelamer.eu)

**Website:** [cremedelamer.eu](http://cremedelamer.eu)



*#TimeToEndBreastCancer*



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BREAST CANCER CAMPAIGN



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