



ESTÉE LAUDER COMPANIES
BREAST CANCER CAMPAIGN

It's more than a ribbon.
It unites us.

Our global community supports research,
education and medical services.

See our impact:
ELCompanies.com/BreastCancerCampaign
[#TimeToEndBreastCancer](https://twitter.com/TimeToEndBreastCancer)



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THE ESTÉE LAUDER COMPANIES' 2020 BREAST CANCER CAMPAIGN

Around the world, we are experiencing challenging times living amidst the coronavirus pandemic. This is true for all of those impacted by the disease, especially the breast cancer community, which now faces increased risk and vulnerability. But these days have also brought a renewed sense of unity, hope and inclusivity, as we all join together. At The Estée Lauder Companies it has only reaffirmed how crucial it is to support one another as well as medical research, all of those currently living with breast cancer, vulnerable groups who may face a disparity in access to healthcare, and the doctors, nurses and caretakers on the front lines.

Though we know the world has changed, our Breast Cancer Campaign's steadfast commitment to end breast cancer in our lifetime is stronger than ever.

Every 15 seconds, somewhere in the world, a woman is diagnosed with breast cancer¹—and we believe that's far too many. As our Company's largest social impact program, we continue to rally people everywhere, all inspired by our mission to create a breast cancer-free world. Our mission has, and always will be, unwavering. We wear the Pink Ribbon united in hope around our shared goal: it's #TimeToEndBreastCancer.



IT'S *MORE* THAN A RIBBON

The Pink Ribbon is a globally recognized symbol for breast cancer, however, what it represents goes so much further. That's why this year, The Campaign's creative features a single, bold Pink Ribbon. It's what unites us, what brings us hope, and what symbolizes our fight for a cure. It's a movement, it's a representation of our diverse global community, and it honors each and every one of us touched by this disease: patients, loved ones, caregivers, doctors, thrivers, advocates and more.

Our Campaign and all those it has positively impacted has been growing ever since Evelyn H. Lauder co-created the Pink Ribbon and started The Breast Cancer Campaign in 1992, but it's always been about more than a ribbon. Her dedication to raising awareness around breast cancer saved lives during a time when the disease wasn't spoken about openly. Evelyn believed that if the Pink Ribbon was worn around the world, it would spark a conversation to create awareness and unite people through a common pink thread. It worked. It started a still-thriving global movement that drives social impact and funds lifesaving scientific research, education and medical services.

“I'D LIKE TO BE ABLE TO SAVE LIVES.”

Evelyn H. Lauder



IT *UNITES* US

Now more than ever, our #ELCfamily is united with the safety, health and wellbeing of our global community at the forefront of our minds. Though 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,² our community's engagement and our #ELCfamily are helping to drive real progress against this disease. In the U.S., breast cancer mortality rates have decreased by 40% among women since the late 1980s,³ and today, there are more than 3.8 million breast cancer survivors.³



Raised more than *\$89 million* globally for lifesaving research, education, and medical services through the collective support of our consumers, employees and partners worldwide.

Funded *293 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.

Distributed approximately *173 million pink ribbons* at our brands' beauty counters worldwide.

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

IT'S #TIMETOENDBREASTCANCER

The coronavirus pandemic and recent social/racial injustice movements have undoubtedly changed the world as we know it. We also recognize that people around the world will continue to face different health crises every day, each deserving attention and support. Though we can only take on some of these challenges through the Campaign, for 28 years we have been dedicated to raising awareness, inspiring action, and finding a cure for breast cancer. Our commitment will not falter. One in eight women in the U.S. will develop invasive breast cancer in her lifetime³ and one in 833 men are at risk of getting breast cancer in his lifetime³. As long as these statistics remain, so does our Campaign. We are united to create a breast cancer-free world until no one loses their life to this disease. Together, we will raise funds, educate, support, and make a real impact to bring us closer to our mission.

¹(Derived from Globocan Facts and Figures 2018)

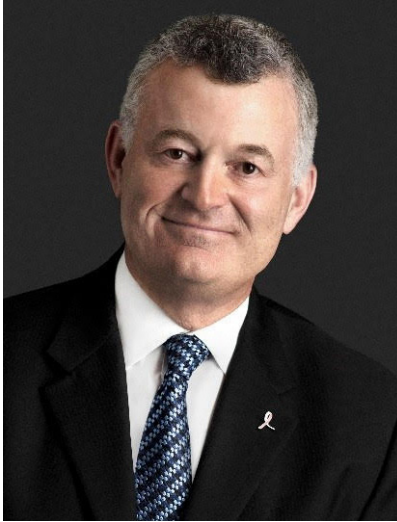
³(American Cancer Society® Facts and Figures 2019-2020)

²(World Health Organization)

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 28 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 The Campaign's global community.

"Our mission to create a breast cancer-free world was the vision of my mother, Evelyn H. Lauder, who started The Breast Cancer Campaign and co-created the Pink Ribbon in 1992, bringing a global level of awareness to the disease through our employees, consumers and partners. Citizenship and sustainability have always been part of The Estée Lauder Companies' values and The Breast Cancer Campaign represents the best of who we are as a company. Today, I am more proud than ever of the positive impact we have made in the breast cancer community and against the disease. Our dedication remains unwavering, uniting our global community in action, to bring us closer to a cure."

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 spreading awareness by speaking openly about breast health and raising funds globally to find a cure.

"Being a part of the movement to end breast cancer is my most meaningful work. With people around the world still being diagnosed with breast cancer every minute of every day, the disease remains a challenge that we are dedicated to. I joined Evelyn to work on The Campaign shortly after she started it in the early in 1990's, when women still did not talk openly about the disease. She would be so proud of how far we have come and the positive impact we have had! I've seen the tremendous progress made through the research we have funded, and spoken to many leaders in the field who all tell me the same thing—that we must continue to fund research to advance science, treatments, and care, to bring us closer to a cure. Evelyn had a vision and knew that long-term impact would be the result of our collective actions. I am honored to wear the Pink Ribbon proudly and be a small part of the global community that is driven to end this disease once and for all."

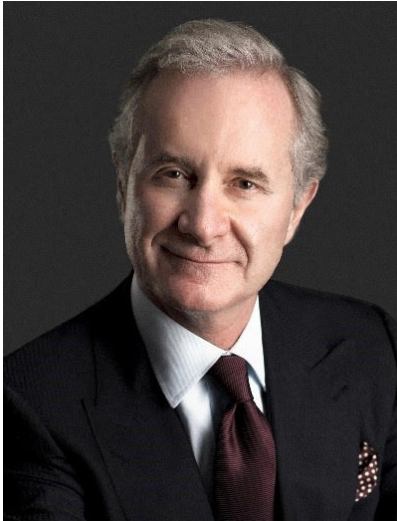


© Dave Benett/Getty Images

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 social impact program, 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, driving social impact worldwide to create a breast cancer-free world.

"The culture and values of The Estée Lauder Companies are exemplified by the inspiring work of The Breast Cancer Campaign, one of our most recognized citizenship initiatives and the cornerstone of our commitment to social responsibility. Particularly during challenging moments, we are reminded of our responsibilities as global citizens to protect the health and wellness of our employees and the communities in which we operate. Our values continue to guide us as we create positive change by supporting all those touched by breast cancer."

BARI SEIDEN-YOUNG

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

Bari Seiden-Young leads Global Corporate 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.

"Since 1992, The Breast Cancer Campaign and Pink Ribbon have been synonymous with hope and unity for millions of people around the world touched by this disease. I am honored to lead a Campaign that rallies communities everywhere to fund life-saving scientific research and education leading to breakthroughs that bring us closer to creating a world without breast cancer. Evelyn inspired us all, and her legacy of hard work, joy, kindness and dedication still guides me today, especially as we're faced with unprecedented challenges that impact the global community's health and wellness. The Estée Lauder Companies' collective passion and determination is a great source of pride, and The Breast Cancer Campaign continues to be at the heart of who we are and what we stand for together as a global ELC Family."





2019-2020 BCRF RESEARCHERS

LIFESAVING ACTIONS OF *BCRF RESEARCHERS*

Of the \$89 million raised through The Breast Cancer Campaign, \$73 million has funded *293 medical research grants* through the Breast Cancer Research Foundation® (BCRF).

The Breast Cancer Research Foundation® (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.

Through BCRF, *the research our Campaign supports spans the entire continuum of cancer research* – from basic biology of how healthy cells go awry and become cancer, to developing new diagnostic tests and new treatments, to research to improve a patient's quality-of-life both during and after treatment.

In 2019-2020, The Estée Lauder Companies is funding BCRF Investigators in *seven countries across the globe*.

RESEARCH IN ACTION

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



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

GLOBAL *IMPACT*

Around the world, we are proud of how The Breast Cancer Campaign continues to positively impact our global communities in so many ways:

Highlighting the importance of *education and early detection* by convening discussions with medical experts and thought leaders as well as producing informative materials

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

Funding medical resources including access to *mammograms and screenings*

Positively impacting people with breast cancer and their families through *support, therapy and counselling programs*

Funding *medical research* throughout the world

MEXICO

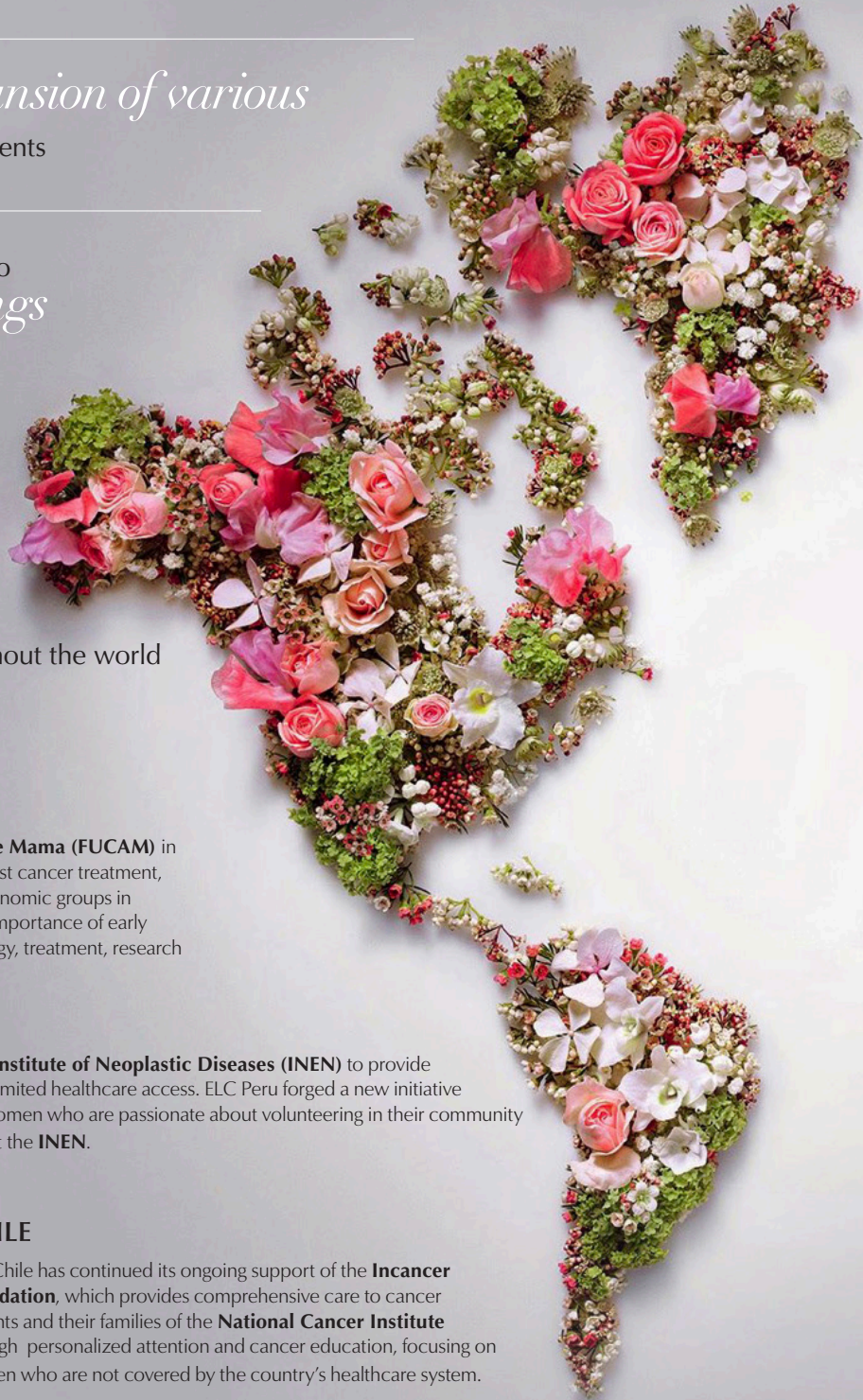
Since 2013, ELC Mexico has supported **Fundación de Cáncer de Mama (FUCAM)** in their mission to seek early diagnosis and provide specialized breast cancer treatment, with emphasis on the most vulnerable and marginalized socioeconomic groups in Mexico. FUCAM provides education and awareness about the importance of early detection and supports the training of specialists in breast radiology, treatment, research and rehabilitation.

PERU

In Peru, the ELC affiliate supports the **National Institute of Neoplastic Diseases (INEN)** to provide mammograms for women in communities with limited healthcare access. ELC Peru forged a new initiative with **ALINEN**, an organization that mobilizes women who are passionate about volunteering in their community to support cancer patients receiving treatment at the **INEN**.

CHILE

ELC Chile has continued its ongoing support of the **Incancer Foundation**, which provides comprehensive care to cancer patients and their families of the **National Cancer Institute** through personalized attention and cancer education, focusing on women who are not covered by the country's healthcare system.



UNITED KINGDOM & IRELAND

ELC UK & Ireland partnered with **Breast Cancer Now** to create educational materials about the signs and symptoms of breast cancer to drive awareness and education for self-examinations among women in the market. The region continues to raise funds for **BCRF** to support breast cancer research, **Breast Cancer Haven**, which provides holistic care for women undergoing treatment, and **Future Dreams**, which raises funds for breast cancer support, awareness and research.

BENELUX

For nearly two decades, the Benelux affiliate has continued their long-standing relationship with the **Pink Ribbon Foundation Belgium**, which helps fund the **Pink Monday Project** to support breast cancer patients' transition back into the workplace. Since 2017, the Benelux affiliate has also partnered with **Leuven Cancer Institute (LKI)** to positively impact women and men with breast cancer by uniting cancer care and cancer research.

FRANCE

In 1994, ELC France and **Marie Claire** joined forces to become involved in the fight against breast cancer by creating the **Association Ruban Rose**. ELC France is committed to increasing breast cancer awareness and supporting lifesaving medical research, and the Association's efforts have informed the people of France about the importance of early detection year after year.

ITALY

Since 2015, ELC Italy has supported the **AIRC, The Italian Foundation for Cancer Research**, which awards research grants to projects of more than 5,000 scientific researchers in the fight against cancer. The affiliate has committed to a three-year fellowship, named to The Estée Lauder Companies Italia, dedicated solely to investigating breast cancer treatments and advancements against the disease.

GREECE

ELC Greece introduced a new partnership with **The Hellenic Anticancer Society**, a foundation that coordinates multiple initiatives such as cancer care, research and access to mammograms across the nation to help in the fight against breast cancer.

CHINA

ELC China has continued its ongoing collaboration with the **Shanghai Anti-Cancer Development Foundation** to assist breast cancer patients who cannot afford treatment. The China Affiliate's partnership with **Fudan University Shanghai Cancer Center** supports education, medical training and free screening in rural areas in western China to improve prevention and early detection among disadvantaged women.

KOREA

Since The Campaign's 2001 inception in the region, ELC Korea has maintained its long-standing partnership with the **Korean Cancer Society (KCS)** to support public education, outreach initiatives and medical services for breast cancer patients who reside in low-income areas of the country.

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.

MIDDLE EAST

For more than six years, the ELC Middle East affiliate has supported Brest Friends as part of **Al Jalila Foundation**, whose mission is to save lives by increasing awareness and education of breast cancer, funding screening and research programs, and offering emotional and financial support for breast cancer patients and their families who face barriers to health insurance, transportation, and language.

SOUTH AFRICA

For the past 16 years, ELC South Africa has worked with **Look Good Feel Better** to support women with breast cancer undergoing treatment to look and feel their best during incredibly challenging times. The affiliate continues its partnerships with Cricket South Africa to renovate **Charlotte Maxeke Johannesburg Academic Oncology Clinic**, and **HospiceWits South Africa** to donate funds, hygiene supplies and more to help terminally ill cancer patients and their families.

AUSTRALIA

ELC Australia supports the vision of **The National Breast Cancer Foundation** to have zero mortalities from breast cancer by 2040 through early detection technology, **Breast Cancer Network Australia** to fund a metastatic breast cancer counseling service for patients, and **Look Good Feel Better** to support women undergoing treatment for breast cancer to help them look and feel their best during this challenging time.

INDONESIA

The ELC Indonesia Affiliate teamed up with **LovePink Indonesia**, an organization committed to supporting breast cancer patients, promoting early detection and providing access to ultrasound technology for testing of both men and women across Indonesia.



PINK RIBBON *PRODUCTS*

The Estée Lauder Companies' beauty brands 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 issue timing.

CLINIQUE

Moisture Surge™ 72-Hour Auto-Replenishing Hydrator

Moisture Surge™ 72-Hour Auto-Replenishing Hydrator with activated aloe water helps skin create its own internal water source. A light, refreshing gel-cream that keeps it almost twice as hydrated at the end of the day than it did before. Delivers an instant moisture boost. It works nonstop for 72 hours, leaving skin endlessly plump and dewy - even after washing your face. It provides both immediate and long-term hydration. Helps plump up fine, dry lines and quickly restores hydration and binds water to skin. Your skin stays soft and comfortable in changing climates allowing skin to adjust to shifts in humidity and temperature which can result in loss of hydration.

Size: 50 ml

Suggested Retail Price: € 37,76

Amount of Donation: In support of The Estée Lauder Companies' Breast Cancer Campaign, Clinique Benelux will donate 25% from the purchase price of this 50ml Moisture Surge 72 Hour Auto-Replenishing Hydrator with a maximum donation of € 8.500,- to the Breast Cancer Research Foundation® (BCRF) from 01/10/20 - 30/11/20. BCRF is dedicated to advancing the world's most promising research to eradicate breast cancer.

Available at: Planet Parfum, INNO en Clinique.be

Website: Clinique.com



AVEDA

Hand Relief™ Moisturizing Crème with Cherry Almond Aroma

Aveda is bringing back its limited-edition Hand Relief™ Moisturizing Crème with Cherry Almond Aroma for a second season to support cruelty-free breast cancer research. Available in a delightful, limited-edition pink package, our best-selling rich hand crème delivers intense moisture to help soothe dry hands. Andiroba oil and other plant hydrators help infuse skin with nourishment for moisturized, softer hands, and the juicy, sweet, 100% naturally-derived* Cherry Almond aroma pleases the senses.

*From plants, non-petroleum minerals or water.

Size: 5 fl.oz./ 150 ml

Suggested Retail Price: € 30,-

Amount of Donation: In support of The Estée Lauder Companies' Breast Cancer Campaign, Aveda will donate € 5,- from the purchase price of this product to support cruelty-free research through the Breast Cancer Research Foundation® (BCRF) from 27/09/20 - 26/09/21, while supplies last.

Available at: Aveda salons, Free standing store in Antwerp and Aveda.be

Website: Aveda.be



ESTÉE LAUDER

Pink Perfection Lip Kit

The perfect collection to make your lips pop. Wear Lip Balm on bare lips for a hint of personalized tint or under your lipstick as a moisturizing layer. Transform your lips, your look, your attitude with our Pure Color Envy Lipstick—high-intensity color in one stroke.

Size: 0.12 oz. (Lipstick Shades: Rebellious Rose and Intense Nude) & 0.11 oz. (Lip Balm)

Suggested Retail Price: € 50,69

Amount of Donation: In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the purchase price of Pink Perfection Lip Kit to the Breast Cancer Research Foundation® (BCRF).

Available at: EsteeLauder.be

Website: EsteeLauder.be



ESTÉE LAUDER

Pink limited edition Advanced Night Repair

For the fourth 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: € 127,24

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 to the Breast Cancer Research Foundation® (BCRF).

Available at: EsteeLauder.be

Website: EsteeLauder.be



*American Cancer Society® Facts and Figures 2019-2020

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: € 165,-

Amount of Donation: In support of The Estée Lauder Companies' Breast Cancer Campaign, La Mer will donate 80% from 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® (BCRF) October only.

Available at: de Bijenkorf and online at Cremedelamer.com

Website: Cremedelamer.com





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#TimeToEndBreastCancer

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