

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

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

#TimeToEndBreastCancer

Learn more and join us
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ESTÉE LAUDER COMPANIES
BREAST CANCER CAMPAIGN





The ESTÉE LAUDER COMPANIES' 2022 BREAST CANCER CAMPAIGN

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

ONE GLOBAL MOVEMENT. CONTINUOUS BREAKTHROUGHS. ENDLESS DETERMINATION.

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

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

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

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

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



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

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

It's #TimeToEndBreastCancer

BREAST CANCER: THE WORLD'S MOST COMMONLY DIAGNOSED CANCER

The call to end breast cancer is urgent: it continues to be the most commonly diagnosed cancer worldwide – female breast cancer has surpassed lung cancer as the most commonly diagnosed cancer, with an estimated 2.3 million new cases diagnosed in 2020². Globally, breast cancer causes the greatest number of cancer-related deaths among women.² 1 in 8 women in the U.S. will develop breast cancer in their lifetime.³ However, breast cancer is not a disease that only impacts women: approximately 1 in 833 men in the U.S. will develop breast cancer in their lifetime⁴. Just like women, men can also pass down breast cancer-associated mutations in genes, such as BRCA1 and BRCA2, to their children.

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A DIVERSE DISEASE

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

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

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

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

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

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IMPROVING LIVES OF THE GLOBAL BREAST CANCER COMMUNITY

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

Research grants supported by The Campaign through BCRF span the entire spectrum of breast cancer research, from the basic biology of how healthy cells go awry and become cancerous to developing new diagnostic tests and new treatments, to research to improve a patient's quality-of-life during and after treatment. These grants have allowed researchers to employ cutting-edge technologies such as digital pathology and artificial intelligence to identify drivers of rare breast cancers and work toward developing novel treatment approaches. With our more than 50 partners globally, the Breast Cancer Campaign has supported the development and update of cancer research and care centers, provided greater accessibility to quality care, funded medical research and fellowships worldwide, and created educational materials to localize lifesaving information on this very diverse disease, and so much more.



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

Evelyn H. Lauder

INSPIRING HOPE FOR A MORE BEAUTIFUL FUTURE

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

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

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

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PINK RIBBON PRODUCTS

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

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

Pink Ribbon products available in Belgium as from October 1st 2022:



AVEDA

Hand Relief™ Moisturizing Creme with Shampure™ Aroma

Moisturize dry hands and leave them noticeably softer and smoother. Ultra-rich creme formulated with Andiroba oil and other plant hydrators infuse skin with nourishment, featuring our signature shampure™ aroma.

Size: 100ml

Suggest Retail Price: €25

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

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

Website: Aveda.eu



CLINIQUE

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

Great Skin, Great Cause. More than moisture: Clinique's refreshing fan-favorite hydrator, in a limited-edition design to honor and support breast cancer awareness.

Size: 50ml

Suggest Retail Price: €38,55

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

Available at: Clinique.be, April, Inno

Website: Clinique.be

ESTÉE LAUDER

Advanced Night Repair Synchronized Multi-Recovery Complex

Experience the next generation of our revolutionary Advanced Night Repair serum in a limited-edition bottle, honoring and supporting breast cancer awareness.

With its exclusive, multi-dimensional technology, this formula harnesses the restorative power of night to deliver accelerated visible renewal. This fast-penetrating serum reduces the look of multiple signs of aging caused by the environmental assaults of modern life. Skin looks smoother and less lined, younger, more radiant and even toned. Reveal beautiful, healthy-looking skin today.

Size: 50ml

Suggest Retail Price: €140

Amount of Donation: In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the purchase price of the Advanced Night Repair Synchronized Multi-Recovery Complex to BCRF from 9/1/22 to 6/30/23 or until supplies last.

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

Website: esteelauder.be



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