

A MESSAGE FROM EVELYN H. LAUDER

Dear Friends,

This October we will celebrate our 19th year in the fight against breast cancer. Since 1992, when I launched The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign and co-created the Pink Ribbon with *SELF* Magazine, The BCA Campaign has grown far beyond our expectations, educating many millions of people globally with the lifesaving awareness message about the importance of breast health and that early detection saves lives.

In 2010, the American Cancer Society (ACS) estimated that 207,090 new cases of invasive breast cancer (Stages I-IV) were diagnosed among women in the United States, with 39,840 deaths.¹ The World Health Organization (WHO) reported in 2008 that breast cancer was one of the top five cancer-related deaths worldwide. The good news is that today, more and more women and men now understand that knowledge is power and therefore, the fear that once surrounded breast cancer is diminishing. Today we are making more progress than ever and reaching millions more people each year with the message that if localized breast cancer is detected early, 90% of women survive more than 5 years. While the ACS estimates that the chance of a woman having invasive breast cancer some time during her life is one in eight, mortality rates continue to fall. We believe this is due in part to early detection and greater awareness of the importance of breast health.

Our 2011 BCA Campaign theme "*TOGETHER. Connect. Communicate. Conquer. For a Future Free of Breast Cancer.*" transcends all cultures and ethnicities, uniting us with a shared mission to rid the world of this disease once and for all. We are thrilled to build upon The 2010 BCA Campaign theme by emphasizing the power of many millions – women and men – around the globe coming *together* with one voice to spread the important awareness message of breast health and that early detection saves lives. To underscore the impact that this disease has on men as well as women, this year we have added a blue stone to our Estée Lauder Jeweled Pink Ribbon Pin to represent the approximately 1% of all breast cancer cases in the United States that are diagnosed in men. *Together* we are stronger. *Together* we can do more. *Together* we can find a cure.

I'm very proud to share that by October 2011, The Estée Lauder Companies and its many brands will have distributed close to 115 million Pink Ribbons and millions of informational brochures on the importance of breast health worldwide. Additionally, by October 2011, close to \$50 million in contributions to The Breast Cancer Research Foundation® (BCRF) will have been raised by The Estée Lauder Companies' brands and employees globally and through fundraising initiatives with our retail partners. BCRF supports the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. In 2010-2011, BCRF grants are supporting 185 dedicated researchers at major medical institutions throughout the world, after having raised over \$330 million since 1993.

Our 2011 BCA theme builds upon the 2010 BCA Campaign message: "*Connect. Communicate. Conquer. Prevent Breast Cancer One Woman at a Time.*" – that took a more ambitious and direct approach to spreading our awareness message globally. Our 2010 Campaign was featured across countless e-zines, blog sites, Twitter channels, Facebook and traditional and non-traditional media outlets. In total, we reached many millions of people throughout more than 70 countries and secured more than 14.8 million in donated media impressions. Also in 2010, our Global Landmark Illuminations Initiative proudly soared to new heights with a first-time Guinness World Record, "Most Landmarks Illuminated For a Cause In 24 hours."


¹American Cancer Society (www.cancer.org), Facts/Figures: 2009/2010



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In 2011, we are proud to be partnering with Philips to take our Global Landmark Illuminations Initiative to the next level, reaching many millions more. Through this partnership, numerous global landmarks will be illuminated worldwide in bright pink LED lights in October 2011. Our many World Pink Ribbon Ambassadors, along with politicians and VIPs including Elizabeth Hurley, Estée Lauder and BCA Campaign Spokesmodel, will send out our awareness message by illuminating more than 200 famous landmarks around the world. We are so appreciative of their incredible efforts to join us in this fight to attain a future free of breast cancer.

The Estée Lauder Companies and all of our colleagues around the world are looking forward to our increased unity in this mission. Without you and all of our amazing supporters and friends, we would not be where we are today – ever closer to making breast cancer a thing of the past.

Thank you,


AN INTRODUCTION TO THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN: A BRIEF HISTORY

In 1989, Evelyn H. Lauder joined the Board of Memorial Sloan-Kettering Cancer Center in New York City and led a fundraising drive to establish the first-ever comprehensive breast and diagnostic center specifically designed with patients in mind. The Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center filled a void within the health care community and allowed women to take care of all their breast health needs under one roof. In September 2009, the new and greatly enlarged Evelyn H. Lauder Breast Center opened in New York City and offers patients the most advanced outpatient services for cancer diagnosis and breast cancer treatment and detection.

Mrs. Lauder realized that more had to be done to raise awareness about the importance of breast health. She knew that by reaching as many people as possible with the message that early detection saves lives and by supporting innovative clinical and translational research aimed at finding a cure, we could make a difference.

THE PINK RIBBON IS BORN

Realizing that the women of the world needed a voice, Evelyn H. Lauder initiated The Estée Lauder Companies' Breast Cancer Awareness Campaign. In 1992, Mrs. Lauder, together with Alexandra Penney, then Editor-in-Chief of *SELF* Magazine, co-created the Pink Ribbon that today has become the worldwide symbol of breast health. The Company began publicizing the symbol by distributing Pink Ribbons at The Estée Lauder Companies' cosmetic counters. This year, a blue stone has been added to our Estée Lauder Jeweled Pink Ribbon Pin to represent the approximately 1% of all breast cancer cases in the United States that are diagnosed in men.

During the month of October (National Breast Cancer Awareness Month), the Company's employees host golf tournaments, walk-a-thons and bake sales, as well as other special employee-driven fundraising events, to raise funds for BCRF. In addition, The Estée Lauder Companies' brands will contribute to BCRF or sell Pink Ribbon products to raise awareness throughout the month of October 2011.



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THE GLOBAL LANDMARK ILLUMINATIONS INITIATIVE

Evelyn H. Lauder kicked off The Estée Lauder Companies' BCA Campaign's Global Landmark Illuminations Initiative in 2000 to focus attention on the importance of breast health and early detection in a new and exciting way by illuminating hundreds of famous buildings, monuments and landmarks in glowing pink lights around the world. Ablaze in pink, these world-famous monuments have become international symbols of hope and they continue to empower and enlighten millions of women and men of all ages.

Since 2000, we have illuminated more than 600 unique landmarks. In 2010, The Estée Lauder Companies' BCA Campaign established a new Guinness World Record for "Most Landmarks Illuminated For a Cause In 24 hours." Thirty-eight global historic landmarks were lit in pink lights over a 24-hour period including NYC's Rockefeller Center, the remains of the Old City of Jaffa in Israel, Taj Mahal Palace and Tower Hotel in India, Tokyo Tower in Japan, the Zappeion in Greece, and many more.

For more details on The BCA Campaign, just visit www.bcacampaign.com and www.facebook.com/BCACampaign.

THE ESTÉE LAUDER COMPANIES INC.

The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The Company's products are sold in over 150 countries and territories under the following brand names: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, M-A-C, Bobbi Brown, Tommy Hilfiger, Kiton, La Mer, Donna Karan, Aveda, Jo Malone, Bumble and bumble, Darphin, Michael Kors, American Beauty, Flirt!, GoodSkin Labs, Grassroots Research Labs, Sean John, Missoni, Daisy Fuentes, Tom Ford, Coach, Ojon, Smashbox and Ermenegildo Zegna.

THE BREAST CANCER RESEARCH FOUNDATION®

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2011, BCRF will award \$36.5 million to more than 185 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country. BCRF has received 4-stars from Charity Navigator and an "A+" from The American Institute of Philanthropy.

For more information about BCRF, visit www.bcrfcure.org.



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