

## FOR IMMEDIATE RELEASE

THE ESTÉE LAUDER COMPANIES' MOST GLAMOUROUS BEAUTY BRANDS JOIN TOGETHER TO SELL PINK RIBBON PRODUCTS THAT RAISE AWARENESS AND FUNDS TO MAKE OCTOBER 2011 PRETTIER AND MORE POWERFUL THAN EVER.

### AVEDA Hand Relief™

DESCRIPTION: Incredibly rich moisture therapy soothes dry hands, leaving them noticeably softer and smoother. Hydrating plant-derived emollients, humectants, exfoliating fruit acids as well as antioxidants, including vitamins A and E, help diminish signs of aging and provide optimal relief.

SIZE: 5 fl. oz./150ml

SUGGESTED RETAIL PRICE: \$22.00

AMOUNT OF DONATION: \$4.00 of the purchase price supports cruelty-free research through The Breast Cancer Research Foundation®, with a maximum donation of \$270,000.

AVAILABLE AT: Aveda Experience Centers, participating salon locations in the USA and Canada, and at [www.aveda.com](http://www.aveda.com) during the month of October 2011.

WEBSITE: [www.aveda.com](http://www.aveda.com)



### BOBBI BROWN Pink Ribbon Collection High Shimmer Lip Gloss & Lip Color

DESCRIPTION: In honor of Breast Cancer Awareness Month, Bobbi Brown Cosmetics continues to empower women and provide them with the necessary tools to go from pretty to pretty powerful. While keeping up the tradition of natural beauty, Bobbi Brown offers a Limited-Edition Lip Set featuring a Bellini High Shimmer Lip Gloss and Pink Lip Color. Both soft pink shades give clear, crisp coverage and promote the efforts of The Breast Cancer Research Foundation®. "When you feel good about yourself there's no limit to what you can do — and that's pretty powerful." – Bobbi Brown

SIZE: 7ml High Shimmer Lip Gloss; 3.4g Lip Color

SUGGESTED RETAIL PRICE: \$44.00

AMOUNT OF DONATION: Bobbi Brown will donate \$10 from the sale of this limited-edition set to The Breast Cancer Research Foundation®.

AVAILABLE AT: Exclusively at Bobbi Brown counters nationwide and at [www.bobbibrowncosmetics.com](http://www.bobbibrowncosmetics.com) while supplies last (10/1/11 – 12/31/11).

WEBSITE: [www.bobbibrowncosmetics.com](http://www.bobbibrowncosmetics.com)



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**BUMBLE AND BUMBLE**  
**Spray de Mode Hairspray**

DESCRIPTION: A multi-dimensional styling tool – it gives flexible hold, workability, exceptional memory and can take heat and repeated brushing – on supermodels and non-supermodels alike.

SIZE: 10 oz./300 ml

SUGGESTED RETAIL PRICE: \$26.00

AMOUNT OF DONATION: During the month of October, Bumble and bumble will donate \$5 from your purchase of 10 oz. Spray de Mode to The Breast Cancer Research Foundation®.

AVAILABLE AT: Bumble and bumble, New York City Downtown & Uptown Salons, Bb.StylingBar and Shop at Bloomingdale's 59th Street, and bumbleandbumble.com.

WEBSITE: [www.bumbleandbumble.com](http://www.bumbleandbumble.com)



**CLINIQUE Great Skin, Great Cause**

DESCRIPTION: In support of Breast Cancer Awareness Month, each year Clinique offers a special, limited-edition bottle of its best-selling Dramatically Different Moisturizing Lotion. This year, Clinique is featuring a miniature picture frame key chain adorned with a heart-shaped ribbon charm. With one being sold every 4.8 seconds, Clinique will put the popularity of this product to good use by donating a portion of sales of this limited-edition version to The Breast Cancer Research Foundation® in support of Breast Cancer Awareness.

SIZE: 6.7oz./200ml

SUGGESTED RETAIL PRICE: \$36.00

AMOUNT OF DONATION: \$10 per this special edition of Dramatically Different Moisturizing Lotion sold will be donated to The Breast Cancer Research Foundation® while supplies last.

AVAILABLE AT: Available at Clinique counters nationwide, in Puerto Rico and on [www.clinique.com](http://www.clinique.com) while supplies last. (9/15/11 – 11/15/11).

WEBSITE: [www.clinique.com](http://www.clinique.com)



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**CLINIQUE Great Lips, Great Cause**

DESCRIPTION: To help raise awareness for Breast Cancer Awareness Month, Clinique will offer a limited-edition collectable mirror key ring. The Great Lips, Great Cause mirror key ring features a heart-shaped ribbon charm, Clinique "C" charm and three mini-Long Last Glosswear SPF 15 glosses in Clearly Pink, Air Kiss and Cabana Crush. It is a chance to look good while doing good.

SIZE: .03 fl. oz./1ml

SUGGESTED RETAIL PRICE: \$16.00

AMOUNT OF DONATION: \$4 from this purchase of the limited-edition, Great Lips, Great Cause Set with key ring will be donated to The Breast Cancer Research Foundation®.

AVAILABLE AT: Available exclusively at Macy's and Bloomingdale's stores nationwide and Macy's Puerto Rico while supplies last (9/15/11 – 11/15/11).

WEBSITE: [www.macys.com](http://www.macys.com) and [www.bloomingdales.com](http://www.bloomingdales.com)



**DARPHIN**

**Intral Redness Relief Soothing Serum**

DESCRIPTION: Following Pierre Darphin's expertise, creator of the first serums in 1958 in his Parisian Institute, Darphin has stayed true to its legacy while developing new formulations processed through an approach of a pharmacist and tested in the professional Parisian Institute. The Intral Redness Relief Soothing Serum is Pierre Darphin's original formulation and is dedicated to sensitive skin prone to irritations. It has been designed to help diminish the appearance of redness and quiets the appearance of irritations as it softens skin.

SIZE: 1 fl. oz./30 ml

SUGGESTED RETAIL PRICE: \$85.00

AMOUNT OF DONATION: \$15 from each Intral Redness Relief Soothing Serum purchased in North America throughout October will be donated to The Breast Cancer Research Foundation®.

AVAILABLE AT: Select spas and resorts, select Space NK locations, all Bluemercury locations and at [www.darphin.com](http://www.darphin.com).

WEBSITE: [www.darphin.com](http://www.darphin.com)



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## DONNA KARAN COSMETICS

### Limited Edition Donna Karan Cashmere Mist Candle

DESCRIPTION: Like the luxurious fabric that inspired it, Cashmere Mist is a fragrance that evokes passion. Women simply love it, seeking to embrace their senses with it in every way imaginable. Light up an evening with the aromatic sensation of the Cashmere Mist Candle that instantly seduces any room. An elegant accent to every decor, the lightly fragranced candle comes in a classic cylindrically-shaped frosted glass, burning for approximately 36 hours. To support The Breast Cancer Research Foundation®, this limited edition of the Cashmere Mist Candle will include a Pink Ribbon deco on the carton.

HEIGHT: 2.0 in./Hauteur 5.08 cm

SUGGESTED RETAIL PRICE: \$25.00

AMOUNT OF DONATION: Donna Karan Cosmetics will make a donation of \$5.00 for each Donna Karan Cashmere Mist Candle purchased to The Breast Cancer Research Foundation®.

AVAILABLE AT: Belk, Bergdorf Goodman, Bloomingdale's, Dillard's, Lord & Taylor, Macy's, Neiman Marcus, Nordstrom, Saks Fifth Ave and Sephora (9/1/11 – 10/31/11).

*To receive comps of the Limited Edition Donna Karen Cashmere Mist Candle, please send your request to the press contact listed at end of this release.*



## ESTÉE LAUDER

### Evelyn Lauder Pink Ribbon Collection

DESCRIPTION: Featuring Pure Color Lipstick in Wildly Pink, hand-picked by Evelyn Lauder, and an accessory bag.

Pure Color Lipstick looks and feels so incredible, it leaves lips wanting more. Its True Vision™ technology takes ordinary color and makes it extraordinary. In a satin, lasting creme finish.

SUGGESTED RETAIL PRICE: \$24.00

AMOUNT OF DONATION: Estée Lauder will donate 20% of the suggested retail price of each Evelyn Lauder Pink Ribbon Collection sold to The Breast Cancer Research Foundation®, dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

AVAILABLE AT: All Estée Lauder counters in the United States and Puerto Rico and on [www.esteelauder.com](http://www.esteelauder.com) (8/1/11 – 12/31/11).

WEBSITE: [www.esteelauder.com](http://www.esteelauder.com)

*To receive comps of the Evelyn Lauder Pink Ribbon Collection, please send your request to the press contact listed at end of this release.*



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**ESTÉE LAUDER**

**Elizabeth Hurley Pink Ribbon Collection**

DESCRIPTION: Featuring Pure Color Crystal Lipstick in Lavish Pink and an accessory bag.

Pure Color Crystal Lipstick looks and feels so incredible, it leaves lips wanting more. Its True Vision™ technology takes ordinary color and makes it extraordinary. In a lustrous, lasting shimmer finish.

SUGGESTED RETAIL PRICE: \$24.00

AMOUNT OF DONATION: Estée Lauder will donate 20% of the suggested retail price of each Elizabeth Hurley Pink Ribbon Collection sold to The Breast Cancer Research Foundation®, dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

AVAILABLE AT: All Estée Lauder counters in the United States and Puerto Rico and on [www.esteelauder.com](http://www.esteelauder.com) (8/1/11 – 12/31/11).

WEBSITE: [www.esteelauder.com](http://www.esteelauder.com)

*To receive comps of the Elizabeth Hurley Pink Ribbon Collection, please send your request to the press contact listed at end of this release.*



**ESTÉE LAUDER**

**Perfectionist [CP+] Wrinkle Lifting Serum with Pink Keychain**

DESCRIPTION: In honor of Breast Cancer Awareness Month, a limited-edition pink keychain has been added to Perfectionist [CP+] as a way to show your support of Breast Cancer Awareness. This powerful wrinkle-correcting serum dramatically reduces the appearance of lines, wrinkles and age spots.

SIZE: 1.7 oz./50 ml

SUGGESTED RETAIL PRICE: \$80.00

AMOUNT OF DONATION: Estée Lauder will donate 20% of the suggested retail price of each Perfectionist [CP+] Wrinkle Lifting Serum with Pink Keychain sold to The Breast Cancer Research Foundation®, dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

AVAILABLE AT: All Estée Lauder counters in the United States and Puerto Rico and on [www.esteelauder.com](http://www.esteelauder.com) (8/1/11 – 12/31/11).

WEBSITE: [www.esteelauder.com](http://www.esteelauder.com)

*To receive comps of the Perfectionist [CP+] Wrinkle Lifting Serum with Pink Keychain, please send your request to the press contact listed at end of this release.*



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### ESTÉE LAUDER Jeweled Pink Ribbon Pin

DESCRIPTION: This twinkling pin is a simple, elegant way to show your support of Breast Cancer Awareness. Covered in deep pink crystals with a jewelry pin backing closure, the pin is packaged in a newly designed Pink Ribbon carton.

We know that breast cancer doesn't just affect women. That's why this year, a blue stone has been added to our pin to represent the approximately 1% of all breast cancer cases in the United States that are diagnosed in men.

SUGGESTED RETAIL PRICE: \$12.50

AMOUNT OF DONATION: Estée Lauder will donate 20% of the suggested retail price of each Jeweled Pink Ribbon Pin sold to The Breast Cancer Research Foundation®, dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

AVAILABLE AT: All Estée Lauder counters in the United States and Puerto Rico and on [www.esteelauder.com](http://www.esteelauder.com) (8/1/11 – 12/31/11).

WEBSITE: [www.esteelauder.com](http://www.esteelauder.com)



### ESTÉE LAUDER Jeweled Pink Ribbon Compact

DESCRIPTION: This elegant compact is a simple way to show your support of Breast Cancer Awareness. Covered in deep pink crystals, the compact is filled and is refillable with Lucidity Translucent Pressed Powder.

We know that breast cancer doesn't just affect women. That's why this year, a blue stone has been added to our compact to represent the approximately 1% of all breast cancer cases in the United States that are diagnosed in men.

SUGGESTED RETAIL PRICE: \$55.00

AMOUNT OF DONATION: Estée Lauder will donate 20% of the suggested retail price of each Jeweled Pink Ribbon Compact sold to The Breast Cancer Research Foundation®, dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

AVAILABLE AT: Select Estée Lauder counters in the United States and on [www.esteelauder.com](http://www.esteelauder.com) (8/1/11 – 12/31/11).

WEBSITE: [www.esteelauder.com](http://www.esteelauder.com)

*To receive comps of the Jeweled Pink Ribbon Compact, please send your request to the press contact listed at end of this release.*



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## JO MALONE

AMOUNT OF DONATION: Jo Malone will donate \$25,000 to The Breast Cancer Research Foundation®. Purchase of Jo Malone products will not impact the amount of the Jo Malone donation.

### LAB SERIES SKINCARE FOR MEN

#### Daily Moisture Defense Lotion SPF 15

DESCRIPTION: Daily Moisture Defense Lotion SPF 15 is a lightweight moisturizer infused with antioxidants developed for men's skin. Instant, all-day and long-term outstanding hydration allows skin to maintain a healthy appearance as it restores the essential balance of moisture. Photo-activation technology utilizes daylight to help "turn on" skin protection against environmental damage as it activates a delivery system to help smooth and repair the skin. Skin will appear smoother, younger and healthier looking with fewer lines and an overall improved texture. Formulated for normal, dry or oily skin types. A special sleeve featuring the Pink Ribbon was created to go over the top of the carton for Breast Cancer Awareness month.

SIZE: 3.4 fl. oz./100 ml

SUGGESTED RETAIL PRICE: \$38.00

AMOUNT OF DONATION: Lab Series Skincare For Men will make a donation of \$5.00 for each purchase of Lab Series Daily Moisture Defense Lotion SPF 15 to The Breast Cancer Research Foundation®.

AVAILABLE AT: Belk, Bloomingdale's, Dillard's, Lord & Taylor, Macy's, Neiman Marcus, Nordstrom and Saks Fifth Ave. and on [www.labseries.com](http://www.labseries.com) (9/1/11 – 10/31/11).

WEBSITE: [www.labseries.com](http://www.labseries.com)

J O M A L O N E

L O N D O N



### LA MER The Lip Balm

DESCRIPTION: The Lip Balm takes its exceptional strength to treat skin's most delicate area by blending a highly potent concentration of the nutrient-rich broth found in Crème de la Mer and incorporating this with a Lip Lipid Complex, Marine Anti-Freeze Protein, and Mint and Mineral Complex. This luxuriant, soothing, comforting balm more than lives up to its promise and its heritage, working on contact to soften roughness and relieve dryness. Lips feel incredibly smooth and soft, feel plumper. Worn all day – lips are constantly soothed. Applied at night – lips are renewed by morning. Like the original Crème de la Mer, the results are immediate...yet also long-lasting.

SIZE: .32 oz.

SUGGESTED RETAIL PRICE: \$45.00

AMOUNT OF DONATION: \$10 from each limited-edition Pink Ribbon Lip Balm sold during the month of October will be donated to The Breast Cancer Research Foundation®.

AVAILABLE AT: [www.lamer.com](http://www.lamer.com), specialty stores including Bergdorf Goodman, and select Neiman Marcus, Bloomingdale's and Saks Fifth Avenue stores nationwide. Available exclusively at Holt Renfrew in Canada.

WEBSITE: [www.lamer.com](http://www.lamer.com)



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## OJON

### Pink Ribbon Restorative Hair Treatment

DESCRIPTION: A clinically proven intensive hair and scalp treatment that instantly helps hydrate and improve the condition of damaged hair. Formulated with pure Ojon Oil, the highly concentrated treatment is rich in essential lipids similar to those found naturally in virgin hair. Pink Ribbon Restorative Hair Treatment is available in a limited-edition box in honor of Breast Cancer Awareness Month.

SIZE: 1.5 oz./50ml

SUGGESTED RETAIL PRICE: \$19.50

AMOUNT OF DONATION: In recognition of Breast Cancer Awareness Month, Ojon will donate \$5.00 from every sale of this limited-edition Pink Ribbon Restorative Hair Treatment to The Breast Cancer Research Foundation®.

AVAILABLE AT: Sephora, [www.ojon.com](http://www.ojon.com).

WEBSITE: [www.ojon.com](http://www.ojon.com)



## ORIGINS

### Make A Difference™ Skin rejuvenating treatment

DESCRIPTION: Designed for all skin types, this uniquely textured cream-gel moisturizer helps restore and rejuvenate the appearance of damaged and dehydrated skin. Make A Difference™ contains a clinically proven plant complex including Rose of Jericho, Trehalose and Padina Pavonica, which prepares your skin for maximum repair and helps it rebound from dramatic dehydration. Micrococcus Lysate, a resourceful, light-resistant oceanic flora, helps repair an aging appearance due to UV and environmental exposure. Skin can resume a youthfully smooth look and feel as hydration returns to its optimal level.

SIZE: 1 oz./30ml

SUGGESTED RETAIL PRICE: \$27.50

AMOUNT OF DONATION: In recognition of Breast Cancer Awareness Month, throughout October, Origins will donate \$5 from every North American sale of this limited-edition Make A Difference™ Skin rejuvenating treatment to The Breast Cancer Research Foundation®.

AVAILABLE AT: Origins retail stores and select department stores in the USA and Puerto Rico and on [origins.com](http://origins.com).

WEBSITE: [www.ORIGINS.com](http://www.ORIGINS.com)



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### SMASHBOX O-Gloss

DESCRIPTION: Get a shiny pink pout all your own! The first intuitive lip gloss, this innovative formula goes on clear and then reacts with your personal skin chemistry to instantly transform into your own custom shade of pink. O-GLOSS is packed with our exclusive microcirculating Goji Berry-C Complex™ and ginkgo biloba, pomegranate seed antioxidants, revitalizing marine botanicals and moisturizing avocado oil for lustrous shine.

SIZE: .34 fl. oz./10 ml

SUGGESTED RETAIL PRICE: \$22.00

AMOUNT OF DONATION: The entire \$22 purchase price from the sale of this O-Gloss product will be donated to The Breast Cancer Research Foundation® between October 1 and October 31, 2011.

AVAILABLE AT: exclusively at [www.smashbox.com](http://www.smashbox.com).

WEBSITE: [www.smashbox.com](http://www.smashbox.com)



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For more details on The BCA Campaign, just visit [www.bcacampaign.com](http://www.bcacampaign.com) and [www.facebook.com/BCACampaign](http://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](http://www.bcrfcure.org).

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