

Q&A WITH ELIZABETH HURLEY ESTÉE LAUDER AND THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN SPOKESMODEL

WHAT IS YOUR ROLE WITH THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS (BCA) CAMPAIGN?

Each October, I join Evelyn Lauder and travel around the world raising awareness for breast health and funds for breast cancer research. We've visited many U.S. cities, as well as the U.K., Australia, France, Holland, India, Italy, Scotland and South Africa, reaching many millions of people each year with our awareness message. We spend time at numerous retailers, meeting as many people as possible and telling them that in women, whose breast cancer is diagnosed at an early stage and is localized, 90% survive more than 5 years. The Breast Cancer Awareness (BCA) Campaign gives away millions of Pink Ribbons each year as a reminder about the importance of breast health. By the end of October 2011, The Estée Lauder Companies will have given away close to 115 million Pink Ribbons worldwide. We also sell our Pink Ribbon products, which are all wonderful products, and the best part is that they benefit The Breast Cancer Research Foundation® (BCRF) to help find a cure.

WHEN AND WHY DID YOU GET INVOLVED WITH THE BREAST CANCER AWARENESS CAMPAIGN?

Just after I started as an Estée Lauder model 16 years ago, Evelyn Lauder asked me to help her with The Estée Lauder Companies' Breast Cancer Awareness Campaign. My grandmother had recently died of breast cancer, so it was a cause very close to my heart. This is a disease that knows no boundaries and does not discriminate, touching everyone in every country. We all know someone – a grandmother, friend, mother, aunt, sister, cousin or co-worker – who has battled cancer. Now more than ever, it is important to join together to get the message out: to tell everyone we know to see their doctors regularly and get a mammogram every year if over the age of 40 because in women, whose breast cancer is diagnosed at an early stage and is localized, 90% survive more than 5 years. Survival rates are rising and each year we get closer and closer to finding a cure for this disease.

Evelyn and I have traveled to many countries, meeting wonderful people, handing out Pink Ribbons, selling Pink Ribbon products and bathing gorgeous landmarks in pink lights to raise awareness for breast health. It's extremely rewarding to work on this campaign and I know that my grandmother would be very proud to see that the information available today about breast health is much more prevalent than ever.

WHAT MAKES THIS YEAR'S CAMPAIGN DIFFERENT FROM PAST YEARS?

This year, The BCA Campaign has taken their "Connect. Communicate. Conquer." theme to the next level by emphasizing strength in numbers and the collective power of working together towards a common goal. This year's theme, *"TOGETHER. Connect. Communicate. Conquer. For A Future Free of Breast Cancer."* implores everyone across the globe to join *Together* to *Connect* and *Communicate* with everyone they know – men and women – about the importance of breast health and early detection in order to *Conquer* this disease once and for all. We cannot underestimate that knowledge is power and we must continue to make a difference by spreading this message.

DO YOU HAVE A FAVORITE PRODUCT THAT IS SOLD DURING THE MONTH OF OCTOBER TO BENEFIT BCRF?

All of the Pink Ribbon products are really special, but if I had to choose my favorite, it would be the Estée Lauder's Elizabeth Hurley Pink Ribbon Collection. It features a Pure Color Crystal Lipstick in Lavish Pink, along with a beautiful accessory bag. It looks and feels so incredible and leaves your lips wanting more. I wear it all the time and the best part is that a percentage of the suggested retail price goes to The Breast Cancer Research Foundation.

Another fabulous product is Estée Lauder's newly designed Jeweled Pink Ribbon Pin. Since we know that breast cancer doesn't only affect women, a blue stone has been added to our pin this year to represent the approximately 1% of all breast cancer cases in the United States that are diagnosed in men.

Additionally, Elizabeth will be selling a gorgeous Elizabeth Hurley Pink Romance rose-scented candle in her beach boutiques and 25% of proceeds from purchases of these divine candles will be donated to The Breast Cancer Research Foundation.



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WHAT MAKES YOU PROUD OF BEING A SPOKESPERSON FOR THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS CAMPAIGN?

It's very moving for us when we visit different cities around the world and meet so many people who have been affected by breast cancer in one way or another. Often it will be women who have breast cancer, or have had breast cancer, or have family members who have either survived breast cancer or sadly have not survived breast cancer. Sometimes men are also in line, and when this happens, there is a very good chance that their mother, wife, girlfriend or even they themselves have been stricken by the disease. It is very powerful to meet these people and see firsthand their inner strength. It makes us realize over and over again that our goal for reaching as many people with our awareness message and raising as much money as possible to find a cure is helping, and at some point this will be a thing of the past.

WHAT IS IT LIKE WORKING WITH EVELYN LAUDER?

After working with Evelyn Lauder for over sixteen years, I am still amazed at her unparalleled drive and devotion to this cause. She is extremely passionate about everything she does – from her family, photography, philanthropy, raising awareness for breast cancer awareness and more. Above all, her kindness and sincerity are the traits that inspire me to be a better woman. In 1992, Evelyn co-created the Pink Ribbon with *SELF* Magazine, and year after year, we travel the world giving away Pink Ribbons and promoting breast health awareness. No matter where we are, Evelyn seems to know all of the Estée Lauder Companies' employees and loves talking to each of them! This kind of warmth is an indication of the kind of person she is and I am honored to have the opportunity of working so closely with her. She is truly tireless and fearless in her fight to eradicate this disease.

WHAT IS YOUR INVOLVEMENT WITH THE BREAST CANCER RESEARCH FOUNDATION?

Every spring, Evelyn Lauder hosts an annual Gala in New York City for The Breast Cancer Research Foundation, a not-for-profit organization that she founded in 1993 to fund innovative clinical and translational research. At the Gala, I serve as Mistress of Ceremonies, and Sir Elton John is always involved with the event. The theme of this year's Hot Pink Party was "Tickled Pink" and featured a special concert performance by Sir Elton John and Sting, celebrating their incredible support of BCRF. It was a beautiful evening that raised significant funds for BCRF.

I was incredibly honored and humbled to receive BCRF's Humanitarian Award the year before last. BCRF is an organization that is truly making a difference through the strong commitment of their 185 dedicated researchers around the world who are determined to find a cure for this disease in the not too distant future.

WHAT IS THE IMPORTANCE OF THE GLOBAL LANDMARK ILLUMINATIONS INITIATIVE THAT THE ESTÉE LAUDER COMPANIES DOES EACH YEAR?

In October 2010, to commemorate the 11th Anniversary of The BCA Campaign's Global Landmark Illuminations Initiative, the Company set a first-time Guinness World Record entitled "Most Landmarks Illuminated for a Cause in 24 Hours." We illuminated 38 historic landmarks in a 24-hour time period. Since 2000, we have lit over 600 unique landmarks, including: the Tower of London, John F. Kennedy International Airport's Air Traffic Control Tower and Los Angeles International Airport in the U.S.A., the Taj Mahal Palace and Tower Hotel in India, the Concert Hall in Amsterdam and the Tokyo Tower in Japan, among many others. My favorite illumination has been the Empire State Building, as this historic landmark was the first New York City landmark that I illuminated in 2000, and it was so exciting to return last year to set the Guinness World Record.

Our main goal in this initiative is to inspire and remind women all over the world with the flip of a switch to have their breasts checked regularly and to get a mammogram every year if over the age of 40. It's wonderful to see that an idea that started with



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a handful of illuminations in 2000 has now grown to approximately 200 illuminations around the world each year.

WHY IS SOCIAL MEDIA SUCH AN IMPORTANT MEDIUM IN THIS DAY AND AGE?

Social media is a very powerful tool for sharing information. I use my Twitter account to connect with my fans on a personal level and to talk about issues that are important to me such as breast cancer health and how each of us can make a difference. I enjoy having the ability to connect with millions of people instantly.

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