

EVELYN H. LAUDER
SENIOR CORPORATE VICE PRESIDENT AND HEAD OF FRAGRANCE DEVELOPMENT WORLDWIDE
THE ESTÉE LAUDER COMPANIES INC.
FOUNDER OF THE BREAST CANCER RESEARCH FOUNDATION

Evelyn H. Lauder (1936-2011) was an articulate, outspoken dynamo. An astute businesswoman, skilled sportswoman and talented photographer, she was also an ardent activist and philanthropist, and a devoted wife, mother, and grandmother. Born in Vienna, Austria, her parents rescued her when they fled the Nazi annexation, first by living in Belgium for 3 months and then in England during the Blitz. When the ship bringing them to the United States arrived in New York Harbor, Mrs. Lauder's mother woke Evelyn to see the Statue of Liberty, so she would remember the sight for the rest of her life. Evelyn Lauder's remarkable life is an American success story.

Evelyn Lauder attended New York City public schools. As a college freshman, she was introduced to Leonard A. Lauder, the son of Estée and Joseph Lauder, owners of a then little-known cosmetics startup Company. Following her attendance at Hunter College in New York City, Mrs. Lauder taught public school. In 1959, shortly after her marriage to Leonard Lauder, now Chairman Emeritus of the Estée Lauder Companies, Evelyn Lauder was persuaded to join the family business by her mother-in-law, Mrs. Estée Lauder. Her teaching background was an excellent springboard for one of her earliest projects, the creation of the Company's brand training programs. She also measured color standards in makeup, sold products in stores, and made numerous personal appearances on behalf of the Company.

Mrs. Lauder was recognized in New York City as a style icon and a pioneering businesswoman. In 1999 and 2007, Evelyn Lauder was featured in Crain's New York Business magazine as one of New York's 100 Most Influential Women in Business, and in 2008 she was nominated to the International Best Dressed List. Her invaluable insights on fashion trends and consumers' rapidly changing needs influenced new approaches to the development of innovative skin care, makeup, and fragrance. The significant contributions she made in education and product development still distinguish the Estée Lauder Companies as the leader in global prestige beauty.

When the Company began creative work on what would become Clinique in 1968, Mrs. Lauder created the name Clinique. She became the first to wear the now ubiquitous Clinique white lab coat after she was named the brand's first Training Director.

In 1989, Mrs. Lauder assumed the role of Senior Corporate Vice President and Head of Fragrance Development Worldwide. Fragrance was an interest she shared with her famous mother-in-law, Mrs. Estée Lauder. Her love of gardening and flowers inspired her as she designed new fragrances. As part of Mrs. Lauder's travels as the Company's "ambassador," she delighted in discovering an exotic flower and using it to create a novel fragrance note. Mrs. Lauder led the development of the Company's most globally successful fragrances, including the best-selling Beautiful and Pleasures.

Mrs. Lauder's energy and enthusiasm reached the community as well. She was a renowned philanthropic and cultural leader in New York City. As a member of The Lauder Foundation, she was instrumental in introducing the new concept of Adventure Playgrounds to New York City. From 1967 to 1973, The Lauder Foundation replaced outmoded facilities by building three creative play areas in Central Park designed to challenge children's skills and stimulate their imaginations while placing a strong emphasis on safety and physical fitness. Mrs. Lauder served as Vice President of both The Lauder Foundation and The Leonard and Evelyn Lauder Foundation, and contributed significantly to city parks through her active participation as a board member of the Central Park Conservancy. Many other charities benefited from Mrs. Lauder's thoughtful guidance and renowned generosity, including nonprofits devoted to health and human services, education and inner-city schools, the environment, women's causes and the arts.



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Mrs. Lauder was perhaps best known to the public for her work in bringing global awareness to women's health. Her personal experience with early stage breast cancer in 1987 led her, in 1992, to co-create, with Alexandra Penney of SELF magazine, the now ubiquitous Pink Ribbon, recognized as the worldwide symbol of breast health. In conjunction, Mrs. Lauder launched the Estée Lauder Companies Breast Cancer Awareness (BCA) Campaign (www.bcacampaign.com). Each year, the BCA Campaign raises funds through its brands, employees, and retail partners around the world to help support breast cancer research. Mrs. Lauder spearheaded the distribution of millions of Pink Ribbons and "Breast Self-Exam" instruction cards at Estée Lauder Companies' brand counters across the United States. That effort placed Breast Cancer Awareness at the public forefront. Nineteen years later, more than 115 million Pink Ribbons and millions of educational brochures and bookmarks have been given away around the world. The BCA Campaign presently extends to more than 70 countries and represents the most significant and influential campaign ever instituted to educate women worldwide about the need for early detection and treatment of breast cancer.

In 2000, Mrs. Lauder and the BCA Campaign launched its annual "Global Landmarks Illumination Initiative," whereby historic landmarks are illuminated in pink lights during the month of October to focus global attention on breast health. Each year, more than 200 prominent landmarks around the world participate, including famous sites such as The Empire State Building, Niagara Falls, Tower of London, Leaning Tower of Pisa in Italy and the Tokyo Tower in Japan. In 2010, The BCA Campaign illuminated 38 global historic landmarks within a 24-hour timeframe and achieved the first-ever Guinness World Record for "Most Landmarks Illuminated for a Cause in 24 Hours." Included among the 38 iconic landmarks were Parliament House in Australia, The Remains of the Old City of Jaffa in Israel, Hotel Majestic in France, and Rockefeller Center in New York City. In 2011, the Estée Lauder Companies enhanced its Illuminations Initiative by partnering with Philips and using innovative LED technology to illuminate prominent landmarks in an environmentally-friendly way.

Mrs. Lauder's leadership in the fight against breast cancer extended beyond the Estée Lauder Companies. In 1989, as a member of the Board of Overseers at Memorial Sloan-Kettering Cancer Center, she successfully initiated a fundraising drive that raised in excess of \$18 million to establish the Evelyn H. Lauder Breast Center at Memorial Sloan-Kettering Cancer Center in New York City. This first-ever breast and diagnostic center opened in 1992 and became a model for similar facilities around the world. The expanded Evelyn H. Lauder Breast Center opened in September 2009. The center is three times the size of its predecessor and provides the most up-to-date breast cancer prevention, diagnosis, and outpatient treatment services. The center is a worldwide model for offering coordinated supportive services under one roof for one disease, a concept that has been replicated in other institutions and for other diseases.

In 1993, Mrs. Lauder turned her attention to helping the world's top medical and scientific researchers, and established The Breast Cancer Research Foundation (BCRF) to address a crucial lack of funding for research. Under her leadership, BCRF has grown to become the largest national organization dedicated exclusively to funding outstanding research relating to the causes, treatment and possible prevention of breast cancer. To date, BCRF has raised more than \$350 million and supports 186 researchers across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe. Mrs. Lauder was recognized for her many contributions to breast cancer and the field of philanthropy in New York Magazine's "The Influentials" 2006 issue.

Wherever Evelyn Lauder went, her camera went, too. In the course of her extensive travels, she captured rainbows rising from the Pacific Ocean, sculptural snow scenes while cross-country skiing in Colorado, extraordinary patterns created by light reflecting on water, and landscapes from Chile and Tuscany to the South of France. She also turned her lens on her collection of antique lady head vases, using shadows and light to draw attention to the exaggerated drama and beauty of the tiny collectables. The stunning results led to many one-woman exhibitions. The first, in 1992, was mounted at the Holly Solomon Gallery in New York City. Mrs. Lauder's art is represented in many public and private collections, including the Brooklyn Museum of Art, the Whitney Museum of American Art, the Museum of Fine Arts in Houston, and leading medical facilities in the United States and abroad. Her first book of photographs, published by Harry Abrams, Inc., *The Seasons Observed*, was



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published in September 1994. Harry Abrams, Inc. published *An Eye for Beauty*, Mrs. Lauder's second collection of photographs, in October 2002.

Evelyn Lauder's *Perceptions of Beauty* photo exhibition was displayed internationally, at the Pace/MacGill Gallery in New York City, Berggruen Gallery in San Francisco, Gagosian Gallery in Los Angeles, Duran Exposiciones de Arte in Madrid, and The Red Gate Gallery in Beijing. Her work has appeared in many publications, including *Interview*, *American Photo*, *House + Garden*, *O: The Oprah Magazine* and *Town & Country*. In June 2010, Evelyn Lauder's photo exhibition *Beauté et Sérénité: Photographs by Evelyn H. Lauder* was featured at the Galerie des Galeries at the Galeries Lafayette in Paris. Her most recent photography exhibition "*Salon Beauties*" opened at the Gagosian Gallery in London in September 2011.

Well-recognized for her knowledge of food and entertaining, Evelyn Lauder was asked by Rodale Books to author a cookbook of healthy recipes. The resulting book, *In Great Taste: Fresh, Simple Recipes for Eating and Living Well*, was published in 2006. The delightful book of more than 125 healthy and delicious recipes is inspired by Mrs. Lauder's own personal eating instincts as well as her years of experience working with doctors and nutritionists at leading hospitals.

All of Mrs. Lauder's royalties from her books and exhibitions are donated to the Breast Cancer Research Foundation.

Evelyn Lauder has received numerous citations for her outstanding achievements, including:

2011 Carnegie Medal of Philanthropy (Lauder Family)

2011 The Women's Forum of New York Elly Award

2011 Castle Connolly Medical Ltd. National Health Leadership Award

2010 Fashion Group International Humanitarian Award

2010 Double Helix Medal from Cold Spring Harbor Laboratory

2008 Elected to International Best Dressed List

2007 American Society of Clinical Oncology (ASCO) 2007 Partners in Progress

2006 Hall of Fame Lifetime Achievement "FiFi" Award, The Fragrance Foundation

2005 Lifetime Community Achievement Award, The Junior League of Los Angeles, Inc.

2004 Honorary Doctor of Humane Letters, Hunter College, New York, NY

2003 Inner Beauty Award, Cosmetic Executive Women (United States)

Lifetime Achievement Award, Cosmetic Executive Women (United Kingdom)

Brooke Astor Award for Outstanding Contributions to the Advancement of Science, Rockefeller University

Living Legend Award, American Society of Perfumers

The Alice Paul Award

2002 Chevalier de la Légion d'Honneur, France

Gold Medal, The Spanish Institute



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2001 Award for Excellence in Philanthropy, The Society of Memorial Sloan-Kettering
Ellis Island Medal of Honor, The National Ethnic Coalition of Organizations
Humanitarian Award, Council of Fashion Designers of America (CFDA)

1999 Woman of the Year (shared), *Glamour Magazine*

1996 Honorary Doctor of Humanities Degree, Muhlenberg College, Allentown, PA

1994 Woman Who Has Made A Difference, International Women's Forum's New York Forum

1993 Philanthropists of the Year Award (with Mr. Lauder), The Greater New York Chapter, National Society of
Fund Raising Executives

Evelyn Lauder passed away from complications of non-genetic ovarian cancer on November 12th, 2011. She is survived by her husband, Leonard A. Lauder, Chairman Emeritus of the Estée Lauder Companies; her son William, Executive Chairman of the Estée Lauder Companies; her son Gary, Managing Director of Lauder Partners LLC, and his wife, Laura, General Partner of Lauder Partners; and her five grandchildren.

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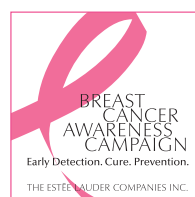
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