

# Q&A with Evelyn H. Lauder

SENIOR CORPORATE VICE PRESIDENT,  
THE ESTÉE LAUDER COMPANIES INC.  
FOUNDER AND CHAIRMAN,  
THE BREAST CANCER RESEARCH FOUNDATION



---

## **What inspired you to get involved with raising awareness and funds to help fight breast cancer?**

I was inspired by a video produced by Look Good...Feel Better, an organization that helps women undergoing cancer treatments to feel better about themselves by giving them makeovers and advice on skin care and wigs while they are undergoing treatments. In addition, at the time, AIDS was an epidemic and most of the world's attention focused on this disease. After realizing that tens of thousands of women were dying from breast cancer, I saw the need to help women become better informed about breast health.

## **Why is it so important to continue to raise awareness?**

The American Cancer Society estimates that 192,370 new cases of invasive breast cancer are expected to occur among women in the U.S. during 2009, of which about 1,910 new cases are expected in men. Worldwide, more than 1.3 million people were diagnosed with breast cancer in 2007. Breast cancer continues to be the most commonly diagnosed cancer in women excluding skin cancers. The good news is that the mortality rate continues to decline. This is believed to be the result of early detection and more effective treatments. We need to make our voices heard around the world by reaching everyone with the message that early detection saves lives and by giving as much support as we can to research. We must rid the world of this disease in our lifetime.

## **What is the importance of the Pink Ribbon as an awareness message and why should women wear it?**

In 1992, Alexandra Penney, then Editor-in-Chief of *SELF* magazine, and I co-created the Pink Ribbon as a symbol of breast health and to remind women to check their breasts regularly and get an annual mammogram if over the age of 40. When we started, we had no idea that the Pink Ribbon would become an iconic symbol around the world. By the end of 2009, The Estée Lauder Companies will have distributed more than 85 million Pink Ribbons and millions of informational brochures to our customers at counters worldwide. In addition, we've identified other channels to circulate the Pink Ribbon. Now a person can send a Pink Ribbon through cyberspace by "poking" a friend on many of the global social networking sites. Close to 8 million virtual Pink Ribbons were sent out in Facebook as "Superpokes" in October 2008. That's pretty incredible!

-More-

---

---

### **What is the most exciting thing about The Estée Lauder Companies' Breast Cancer Awareness Campaign?**

First and foremost, more people are being diagnosed early and are surviving as a result of our hard work. Secondly, we've reached women and men all over the world with the important message that early detection saves lives. We've distributed more than 85 million Pink Ribbons and millions of informational brochures about breast cancer during October, which is National Breast Cancer Awareness Month.

October 2009 marks the 10<sup>th</sup> Anniversary of our Global Landmarks Illumination Initiative, which illuminates monuments all over the world in pink lights. In 2008, more than 200 global landmarks were bathed in pink lights to get the message out, and this number increases every year.

In 2008, the BCA Campaign began designating *World Pink Ribbon Ambassadors* (WPRA) to represent the BCA Campaign in their country. These Ambassadors are first ladies, politicians and celebrities who are fierce advocates for the breast cancer awareness cause. In 2008, 38 WPRA's were named throughout 31 countries. Since this initiative was so successful in both community impact and press outreach, in October 2009, we will continue to designate WPRA's, increasing the number worldwide.

### **What are some of your plans for the 2009 BCA Campaign?**

Our 2009 theme is: *World Pink. World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference.* Because we believe that reaching out to every possible person is pivotal now more than ever, we can not do this alone. If we combine our voices, more lives can be saved and a cure can be found in the near future. This October, over 70 countries will participate in The Estée Lauder Companies' Breast Cancer Awareness Campaign. The new visual materials supporting The BCA Campaign were created by cartoonist and our wonderful friend, Marisa Acocella Marchetto, author of *CANCER VIXEN*.

The BCA Campaign will also celebrate the 10th Anniversary of its Global Landmark Illumination Initiative to spread a message of hope and awareness. Our goal is to continue to bathe the world in pink lights during October to send out the message to women everywhere to have their breasts checked regularly. If a breast cancer is detected earlier and treatment is started sooner, the rate of survival will continue to increase.

In addition, 15 of The Estée Lauder Companies' brands, including Aveda, Bobbi Brown, Bumble and bumble., Clinique, Darphin, DKNY, Donna Karan, Estée Lauder, Jo Malone, Lab Series Skincare for Men, La Mer, Origins, Ojon, Prescriptives and Sean John Fragrances, will offer pink beauty products for sale in support of their contribution to The Breast Cancer Research Foundation. These brands, along with other Estée Lauder Companies' brands, will also display information at their counters, and distribute Pink Ribbons and informational materials regarding breast health.

-More-

---

---

### **What is your role at The Breast Cancer Research Foundation?**

In 1993, I began The Breast Cancer Research Foundation (BCRF) to address a crucial lack of funding for coordinated translational research, especially clinical research, for breast cancer. The Foundation, an independent, not-for profit 501 (c)(3) organization, supports scientists at leading medical centers worldwide whose research is focused on achieving prevention and a cure for breast cancer in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs.

To date, BCRF has raised over \$250 million, and in October 2008, \$34 million was awarded to 166 scientists across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe. For the eighth consecutive year, BCRF received Charity Navigator's highest rating of four stars. In addition, the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades.

### **What is your ultimate goal?**

Our goal is rid breast cancer from the world and put The Breast Cancer Research Foundation out of business. I am completely hopeful and confident that we will find a cure for breast cancer in our lifetime.

### **What can you do to get involved?**

Wear a Pink Ribbon! Tell everyone you care about to practice breast self examination and to visit their doctor for a routine clinical breast exam or a mammogram, if aged 40 or older. You can also help by making a donation to The Breast Cancer Research Foundation to help fund breast cancer research. Let's continue to unite as one so lives can be saved and a cure can be found.