

FOR IMMEDIATE RELEASE

This October, fifteen of the world's most sought-after beauty brands join together in the battle to beat breast cancer by spreading awareness and raising funds for a cure.

#### AVEDA Hand Relief

**Description:** Incredibly rich moisture therapy soothes dry, chapped hands, leaving them noticeably softer and smoother. Hydrating plant emollients, humectants, exfoliating fruit acids and anti-oxidants—including vitamins A and E—help diminish signs of aging and provide optimal relief. For the month of October, the limited-edition Hand Relief is specially packaged in a 150ml/5oz tube and features a limited-edition pink ribbon design.

**Size:** 5.0 oz/150ml

**Suggested Retail Price:** \$20.00

**Amount of Donation:** \$4 from each sale of the Breast Cancer Awareness Hand Relief will fund environmental research to help find a cure at The Breast Cancer Research Foundation, with a maximum donation of \$300,000. Aveda is honored that its donations can be used to support important research to help advance the understanding of environmental links to breast cancer.

#### Stores/Telephone Numbers:

This limited-edition Hand Relief is available in Aveda salons, spas and stores and online at [aveda.com](http://aveda.com) in October 2007. Please visit our website or call 212-680-5844 for locations and more information.

**Website:** [www.aveda.com](http://www.aveda.com)



#### BOBBI BROWN Pink Ribbon Collection

**Description:** Bobbi Brown has created a beautiful limited-edition lip set, featuring Shimmer Lip Gloss in Exclusive Pink Flower and Lip Color in Sandwash Pink. Packaged in a pink photographic carton.

**Size:** Shimmer Lip Gloss in Exclusive Pink Flower: 0.14 oz/4.2 ml; Lip Color in Sandwash Pink: 0.12 oz/3.4 g

**Suggested Retail Price:** \$30.00

**Amount of Donation:** Bobbi Brown will donate \$35,000 in connection with the North American sales of Pink Ribbon Collection to The Breast Cancer Research Foundation.

**Stores:** Available at all Bobbi Brown counters

**Telephone Number:** 1-877-310-9222

**Website:** [www.bobbibrown.com](http://www.bobbibrown.com)

#### BUMBLE AND BUMBLE Classic Hairspray

**Description:** A modern rendition of a traditional fixative made for today's interpretations of yesteryear's bouffants, lacquered updos and curly confections. It adds subtle sheen and a modern softness that brushes out like a breeze.

**Size:** 10 oz/300 ml

**Suggested Retail Price:** \$19.00

**Amount of Donation:** Bumble and bumble will donate \$1.00 from every can of Classic Hairspray sold during September and October to The Breast Cancer Research Foundation. \*Donation amount based on North American Sales

**Stores:** Available at Bumble and bumble salons and Bb.Network Salons

**Telephone Number:** 1-800-7BUMBLE

**Website:** [www.bumbleandbumble.com](http://www.bumbleandbumble.com)  
(for complete list of salons)



### CLINIQUE Dramatically Different Moisturizing Lotion

**Description:** Great Skin, Great Cause. Clinique celebrates Breast Cancer Awareness Month with a special, limited-edition bottle of its best-selling Dramatically Different Moisturizing Lotion. This jumbo-sized bottle is equipped with a pump for easy use and comes with collectable Clinique and Pink Ribbon cell phone charms.

**Size:** 6.7 fl. oz/200ml

**Suggested Retail Price:** \$35.00

**Amount of Donation:** \$10 per Dramatically Different Moisturizing Lotion sold will be donated to The Breast Cancer Research Foundation.

**Stores/Telephone Numbers:** Available at select Clinique counters nationwide

**Website:** [www.clinique.com](http://www.clinique.com)



### DONNA KARAN COSMETICS Cashmere Mist Eau de Parfum Rollerball

**Description:** The limited-edition Eau de Parfum comes in an Ivory Cashmere pouch with a pink accent in support of The Breast Cancer Research Foundation.

**Size:** 0.2 oz/6 ml

**Suggested Retail Price:** \$40.00

**Amount of Donation:** Donna Karan Cosmetics will make a donation of \$15,000 in connection with the sales of the Donna Karan Cashmere Mist Eau de Parfum Rollerball to The Breast Cancer Research Foundation.

**Stores:** Available at fine department stores

**Telephone Number:** 1-877-352-6478

**Website:** [www.donnakaranbeauty.com](http://www.donnakaranbeauty.com)



### DARPHIN Rose Aromatic Care

**Description:** Darphin honors Breast Cancer Awareness Month with its signature Rose Aromatic Care. This aromatic, soothing essence contains rose oil, hazelnut, evening primrose and sweet almond oils. This unique essential oil softens, smoothes and helps guard against free radical damage. A very special limited-edition bright pink bottle was created in honor of Breast Cancer Awareness Month.

**Size:** 0.5oz/15ml

**Suggested Retail Price:** \$75.00

**Amount of Donation:** Darphin will donate 15% of all Rose Aromatic Care proceeds throughout the month of October to The Breast Cancer Research Foundation.

**Stores/Telephone Number:** Available at Neiman Marcus and Bergdorf Goodman

**Website:** [www.darphin.com](http://www.darphin.com)



**ESTÉE LAUDER**  
High Gloss in Pink Ribbon Pink

**Description:** Give lips irresistible color and super shine with a feel-good formula that softens and conditions.

**Suggested Retail Price:** \$16.00

**Amount of Donation:** Estée Lauder will donate \$500,000 in connection with the sales of its Pink Ribbon Collection to The Breast Cancer Research Foundation.

**Stores:** All Estée Lauder counters in US & Canada

**Website:** [www.esteelauder.com](http://www.esteelauder.com)

**ESTÉE LAUDER**  
Pure Color Crystal Lipstick in Elizabeth Pink

**Description:** The cool, crystalline formula glides onto lips, dazzling them with dimensional effects and daring shine.

**Suggested Retail Price:** \$22.00

**Amount of Donation:** Estée Lauder will donate \$500,000 in connection with the sales of its Pink Ribbon Collection to The Breast Cancer Research Foundation.

**Stores:** All Estée Lauder counters in US & Canada

**Website:** [www.esteelauder.com](http://www.esteelauder.com)

**ESTÉE LAUDER**  
Pure Color Crystal Gloss in Evelyn Pink

**Description:** Sheer, shimmering coverage that lasts, for luxuriously luminous lips.

**Suggested Retail Price:** \$18.00

**Amount of Donation:** Estée Lauder will donate \$500,000 in connection with the sales of its Pink Ribbon Collection to The Breast Cancer Research Foundation.

**Stores:** All Estée Lauder counters in US & Canada

**Website:** [www.esteelauder.com](http://www.esteelauder.com)



**ESTÉE LAUDER**  
Jeweled Pink Ribbon Pin

**Description:** Estée Lauder's latest Breast Cancer Awareness limited-edition pin features the signature ribbon in deep pink jewels.

**Suggested Retail Price:** \$10.00

**Amount of Donation:** Estée Lauder will donate \$500,000 in connection with the sales of its Pink Ribbon Collection to The Breast Cancer Research Foundation.

**Stores:** All Estée Lauder counters in US & Canada

**Website:** [www.esteelauder.com](http://www.esteelauder.com)

**ESTÉE LAUDER**  
Jeweled Pink Ribbon Compact & Brush Set

**Description:** Sleek gold compact features a sparkling jeweled pink ribbon logo. Contains Bronze Goddess Soft Matte Bronzer for a healthy, sun kissed glow. Refillable with Lucidity Pressed Powder. Apply with roll-up Bronze Goddess Brush with pink ribbon logo.

**Size:** Bronzing Powder: 0.22 oz

**Suggested Retail Price:** \$45.00

**Amount of Donation:** Estée Lauder will donate \$500,000 in connection with the sales of its Pink Ribbon Collection to The Breast Cancer Research Foundation.

**Stores:** All Estée Lauder counters in US & Canada

**Website:** [www.esteelauder.com](http://www.esteelauder.com)



## JO MALONE Red Roses Cologne and Bath Oil

**Description:** Red Roses will once again win your hearts. Composed of seven types of roses from all over the world, this alluring fragrance is a surprisingly clean, voluptuous and romantic scent. With a heart of crushed violet leaves and hints of lemon, it unfolds like a bouquet of fresh-cut flowers.

### Red Roses Cologne

**Size:** 1 fl. oz/30 ml

**Suggested Retail Price:** \$50.00

**Size:** 3.4 fl. oz/100 ml

**Suggested Retail Price:** \$90.00

### Red Roses Bath Oil

**Size:** 8.5 fl. oz/250ml

**Suggested Retail Price:** \$60.00

**Amount of Donation:** Purchasing Red Roses Cologne and Bath Oil will help Jo Malone donate \$14,000 to The Breast Cancer Research Foundation.

**Stores:** Available at Jo Malone shops, Bergdorf Goodman and select Neiman Marcus, Saks Fifth Avenue and Bloomingdale's stores

**Telephone Number:** 1-866-305-4706

**Website:** [www.jomalone.com](http://www.jomalone.com)

## LA MER Crème de la Mer

**Description:** Synonymous with skin care miracles and ultimate luxury, the legendary Crème de la Mer has inspired a devoted following. A special pink box has been created especially for Breast Cancer Awareness Month.

**Size:** 2 oz/60ml

**Suggested Retail Price:** \$195.00

**Size:** 16.5 oz/500ml

**Suggested Retail Price:**

US \$1200/CAN \$1650

**Amount of Donation:** La Mer will make a donation of \$27,000 to The Breast Cancer Research Foundation in connection with the North American sales of Crème de la Mer.

**Stores/Telephone Numbers:**

Available at fine department stores

**Website:** [www.lamer.com](http://www.lamer.com)



## LAB SERIES SKINCARE FOR MEN

### Daily Moisture Defense Lotion SPF 15

**Description:** Breakthrough technology delivers solar-activated protection from harmful UVA/UVB rays, smoke and pollution. Helps provide environmental defense and all-day moisturization for fresher, healthier-looking skin.

**Size:** 3.4 oz

**Suggested Retail Price:** \$37.50

**Amount of Donation:** Lab Series Skincare for Men will make a donation of \$10,000, in connection with the sales of Daily Moisture Defense Lotion SPF 15, to The Breast Cancer Research Foundation.

**Stores:** Available at fine department stores

**Telephone Number:** 1-866-316-4819

**Website:** [www.labseries.com](http://www.labseries.com)

## OJON® Restorative Hair Treatment

**Description:** A highly concentrated hair rejuvenator and scalp nutrient made with wildcrafted Ojon® oil clinically proven to strengthen, hydrate and restore a healthy feel to dry, damaged hair. This rare oil has been used for over 500 years by the Tawira Indians of Central America, known as “the people of beautiful hair.”™

**Size:** 3.8 oz/100 ml

**Suggested Retail Price:** \$29.96

**Amount of Donation:** Ojon® will donate 20 percent from the sale of all 3.8 oz. Restorative Hair Treatment sold on QVC USA on Monday, October 1, 2007 and online at [www.qvc.com](http://www.qvc.com) throughout the month of October to The Breast Cancer Research Foundation, with a maximum donation of \$35,000.

**Stores:** Available on QVC USA and online at [www.qvc.com](http://www.qvc.com)

**Telephone Number:** 1-800-345-1212

**Website:** [www.qvc.com](http://www.qvc.com)



## OJON® Revitalizing Mist

**Description:** A weightless pre-styling leave-in conditioner that detangles, refreshes and preps hair for styling. This treatment-based hair care essential contains wildcrafted restorative Ojon® oil—used for over 500 years by the Tawira Indians of Central America, known as “the people of beautiful hair.”™

**Size:** 5 fl. oz/150 ml

**Suggested Retail Price:** \$26.00

**Amount of Donation:** Ojon® will donate 20 percent of North American sales of Revitalizing Mist purchased through [www.ojon.com](http://www.ojon.com) from October 1, 2007 to October 31, 2007 to The Breast Cancer Research Foundation, with a maximum donation of \$35,000.

**Store:** Available online only at [www.ojon.com](http://www.ojon.com)

**Telephone Number:** 1-877-929-9959

**Website:** [www.ojon.com](http://www.ojon.com)

## ORIGINS

### Make A Difference™ Rejuvenating Hand Treatment

**Description:** Origins takes its natural heritage one step further with a revolutionary hand treatment featuring the resurrection plant Rose of Jericho. This amazing plant survives and revives after decades of drought in the most extreme conditions. The plant's innate ability is mimicked on your skin with the help of skin reviving Trehalose and Sea Haricots by providing hydration and visible repair. Ancient Oceanic Flora helps repair visible damage due to UV exposure, while Scutellaria Extract helps even out skin tone. Hands will feel silky and smooth with the help of Mother Nature.

**Size:** 2.5 fl. oz./75 ml tube

**Suggested Retail Price:** \$18.50

**Amount of Donation:** Origins will donate \$35,000 in connection with the North American sales of Make A Difference™ Rejuvenating Hand Treatment to The Breast Cancer Research Foundation.

**Stores:** Available at Origins retail stores and select department stores

**Telephone:** 1-800-ORIGINS

**Website:** www.origins.com



## PRESCRIPTIVES Pink Ahead Collection

**Description:** Prescriptives' limited edition *Pink Ahead* Colorscope Eye Color combines good looks and good works. Three shimmering shades pressed into one pan highlight, define and contour eyes—wear each shade alone or blend them together to create your own customized look. The longwearing formula glides on and blends evenly for an incredibly silky feel. Supporting the cause never looked—or felt—so good. This special edition item is part of an easy-to-wear collection that includes Colorscope Cheek Color in Highlighter Cool Light (B/R), Colorscope Lipcolor in Juliette's Kiss (R) and San Diego Sunset (B/R) and Colorscope Refillable Custom Compact in Medium.

### Size:

Colorscope Eye Color in Pink Ahead: .18 oz/4.5 g  
Colorscope Cheek Color in Highlighter Cool Light (B/R): .18 oz/4.5 g  
Colorscope Lipcolor in Juliette's Kiss (R): .14 oz/4g  
Colorscope Lipcolor in San Diego Sunset (B/R): .14 oz/4g  
Colorscope Refillable Custom Compact: Medium

### Suggested Retail Price:

Colorscope Eye Color in Pink Ahead: \$17.50  
Colorscope Cheek Color in Highlighter Cool Light (B/R): \$17.50  
Colorscope Lipcolor in Juliette's Kiss (R): \$17.50  
Colorscope Lipcolor in San Diego Sunset (B/R): \$17.50  
Colorscope Refillable Custom Compact - Medium: \$6.00

### Amount of Donation:

By purchasing a product from this collection you are helping Prescriptives donate \$40,000 to The Breast Cancer Research Foundation to fund innovative clinical and genetic research in North America.

### Stores/Telephone Numbers:

Available at Prescriptives counters nationwide.

**Website:** www.prescriptives.com



## SEAN JOHN FRAGRANCES

### Unforgivable Eau de Toilette Spray

**Description:** Unforgivable is visceral. Blending chemistry and emotion, it stimulates the senses in ways never imagined. Sean John's Unforgivable is the rarest blend of pure uncontained and unrestrained emotion. Its essence is inspired by a life lived and savored to the fullest because life without passion is unforgivable.

**Size:** 4.2 oz/125 ml

**Suggested Retail Price:** \$75.00

**Amount of Donation:** Sean John Fragrances will make a donation of \$10,000 in connection with the sales of Unforgivable Eau de Toilette Spray to The Breast Cancer Research Foundation.

**Stores:** Available at fine department stores

**Telephone Number:** 1-800-621-9877

**Website:** www.seanjohnfragrances.com

## TOMMY HILFIGER TOILETRIES Tommy Girl Cologne Spray

**Description:** Tommy Girl is a declaration of independence. A fragrance that reflects the spirited attitude of women all over the world—independent, smart, sexy, honest, real and fun. This scent was created for the girl in all of us.

**Size:** 3.4 oz

**Suggested Retail Price:** \$52.00

**Amount of Donation:** Tommy Hilfiger Toiletries will make a donation of \$15,000 in connection with the sales of the Tommy Girl Cologne Spray to The Breast Cancer Research Foundation.

**Stores:** Available at fine department stores

**Telephone Number:** 1-888-tommy4U (1-888-866-6948)

**Website:** [www.tommy.com](http://www.tommy.com)



**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. Since 1992, it has been at the forefront of increasing global awareness of breast cancer. The Company was the first to distribute pink ribbons and informational materials at its cosmetic counters worldwide (over 70 million ribbons and 70 million brochures and bookmarks to date). It has encouraged governments to dedicate a day, a week or the month of October to Breast Cancer Awareness, enlisted support from the world's First Ladies and facilitated global press coverage by lighting monuments all over the world to stress the importance of early detection and treatment. These combined actions reached over 1.6 billion people in 2006 alone. The Company donates a portion of the proceeds from special product sales to research supported by The Breast Cancer Research Foundation in the United States and abroad, as well as to other breast cancer charities internationally. For more information visit [www.elcompanies.com](http://www.elcompanies.com).

**The Breast Cancer Research Foundation®** was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501 (c)(3) organization dedicated to funding innovative clinical and genetic research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure 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, the Foundation has raised more than \$180 million, and in October 2007 over \$32 million will be awarded to more than 150 researchers across the U.S. and in Canada, Europe, Latin America, and the Middle East. Money Magazine named BCRF one of America's eight top charities. And for the sixth consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming most other charities in America. For more information, visit [www.bcrfcure.org](http://www.bcrfcure.org) or call 1.866.FIND.A.CURE.

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