## **Beautifully United** to Help End Breast Cancer

Since 1992, The Estée Lauder Companies and its charitable foundation have funded more than \$118 million to support research, education and access to medical services globally.

See how you can be a part of making an impact and help create a breast cancer-free world.

#### #TimeToEndBreastCancer



Learn more ELCompanies.com/BreastCancerCampaign



🖸 🕹 @esteelaudercompanies f 🛅 🕒 The Estée Lauder Companies

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## E ESTÉE LAUDER COMPANIES' 023 BREAST CANCER CAMPAIGN

#### A GLOBAL MOMENT

The Estée Lauder Companies (ELC) is dedicated to advancing possibilities for people around the world. As a company that lives its shared values, ELC has been at the forefront of supporting the global breast cancer community for more than 30 years.

At a time when breast cancer wasn't spoken about openly, Evelyn H. Lauder saw an opportunity to bring awareness to the disease and address stigmas in women's health. In 1992, she co-created the pink ribbon and founded The Estée Lauder Companies' Breast Cancer Campaign (The Campaign) - inspiring a global movement around The Campaign's mission to help create a breast cancer-free world for all.

#### OUR COMMITMENT TO ADVANCE IMPACT WORLDWIDE

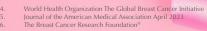
Evelyn Lauder made a difference by convening people and organizations around the world to help advance change. The Campaign is a testament to Evelyn's legacy and ELC's authentic heritage as a global corporate leader in breast cancer. In 1993, Evelyn founded the Breast Cancer Research Foundation® (BCRF), The Campaign's leading non-profit organization partner dedicated to advancing the world's most promising research to eradicate breast cancer.

As ELC's largest corporate social impact program, The Breast Cancer Campaign is a cornerstone of the company's social investments in women's advancement and health and continues to inspire purpose-driven action. Today, The Campaign supports more than 60 organizations around the world that facilitate real change aligned to the diverse needs of local communities.

#### Together, The Breast Cancer Campaign and The Estée Lauder Companies Charitable Foundation have funded more than \$118 million USD for lifesaving global research, education and medical services, with more than \$93 million USD funding medical research through BCRF.

For more than 30 years, The Breast Cancer Campaign and its supporters have taken action to drive significant progress against the many facets of this disease. Breast cancer mortality rates have decreased by 43% among women since the late 1980s because of earlier detection and improved treatment.<sup>1</sup>

Through The Campaign, ELC is committed to continuing the meaningful work that helps provide critical improvements in breast cancer through the collective efforts of employees, consumers and partners worldwide. These include raising funds to advance life-saving scientific research, expanding access to medical resources and care, advocating for greater awareness and early detection, developing educational materials, amplifying diverse points of view from thought-leaders around the world, and many more.



American Cancer Society® Facts and Figures 2022-2024 World Health Organization American Cancer Society® Key Statistics for Breast Cancer

#### **A DIVERSE DISEASE**

The fact remains, breast cancer is still the most commonly diagnosed cancer worldwide. In 2020, female breast cancer surpassed lung cancer as the most commonly diagnosed cancer, with an estimated 2.3 million

Breast cancer is not a single disease, but many diseases – and they impact everyone differently. By approaching breast cancer as a diverse disease, The Campaign will continue to help identify and address the disparities that exist around the globe in areas such as prevention, screening, diagnosis, treatment, education,

GREATEST NUMBER RELATED DEATHS

1 in 8 women in the U.S. will

develop breast cancer in their lifetime.<sup>3</sup>

Approximately 1 in 833 MEN

in the U.S. will develop breast cancer in their lifetime.<sup>3</sup>

At every age, Black women ARE MORE LIKELY TO DIE from breast cancer than any other race or ethnic group.<sup>3</sup>



THE MEDIAN AGE OF DIAGNOSIS IS YOUNGER

Pacific Islander, Black, and Native women than White THE 5-YEAR SURVIVAL RATE IN INDIA IS ONLY66%

> SOUTH AFRICA ONLY40%

In May of 2023, the U.S. Preventive Services Task Force announced it was revising its previous guidelines and is now recommending women with an average breast cancer risk receive mammograms beginning at age 40 instead of 50.6

The change comes as **diagnoses are on the rise in women under 50**, and the task force emphasized that Black women especially be screened at 40 because they're more likely to be diagnosed at younger ages and with aggressive breast cancers, leading to worse outcomes. This news highlights the continued need to personalize screening.<sup>6</sup>

- American Cancer Society® Facts and Figures 2022-2024 World Health Organization American Cancer Society® Key Statistics for Breast Cancer

- World Health Organization The Global Breast Cancer Initiative Journal of the American Medical Association April 2023 The Breast Cancer Research Foundation®

2023 BREAST CANCER CAMPAIGN Overview

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#### ADVANCING POSSIBILITIES THROUGH RESEARCH

In honor of The Breast Cancer Campaign's 30th Anniversary (October 2022) - The Estée Lauder Companies Charitable Foundation made a commitment to donate \$15 million over five years to BCRF to fund groundbreaking research that will further the goal of reducing breast cancer disparities and improving outcomes.

In addition, research grants supported by The Campaign through BCRF span the entire spectrum of breast cancer research, from the basic biology of how healthy cells go awry and become cancerous to developing new diagnostic tests and new treatments, to research to improve a patient's quality-of-life during and after treatment.

Through the dedicated work of The Campaign, partners around the world have, and continue to, help address disparities in breast cancer research, advocate for equitable access to quality care, advance awareness and education, and provide life-saving medical services.

#### **BEAUTIFULLY UNITED TO HELP END BREAST CANCER**

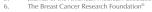
The call to end breast cancer is more urgent today than ever. Together, we can help create real progress against this disease - one that deserves global attention year-round, not only in October.

The Campaign will continue to inspire people everywhere to advocate for breast health. Join us in supporting the global breast cancer community so that no one loses their life to this disease.

#### It's #TimeToEndBreastCancer

- erican Cancer Society® Facts and Figures 2022-2024
- World Health Organization American Cancer Society® Key Statistics for Breast Cancer

World Health Organization The Global Breast Cancer Initiative Journal of the American Medical Association April 2023 The Breast Cancer Research Foundation®





## *VOICES OF* THE BREAST CANCER CAMPAIGN

At ELC, we use the power of our company voice to stand behind those that are on the frontlines of meaningful change. Our cohort of passionate ambassadors, partners, leaders and employees come together to advance The Campaign's mission to help create a breast cancer-free world for all.

#### WILLIAM P. LAUDER

#### Executive Chairman, The Estée Lauder Companies Inc.

The Estée Lauder Companies has an unwavering commitment to social impact, with The Breast Cancer Campaign at the forefront of these efforts. I am incredibly proud of the progress we have made ever since my mother, Evelyn H. Lauder, started The Campaign and co-created the Pink Ribbon over 30 years ago, in 1992.

Through The Campaign, our passionate employees and partners have come together to advance possibilities for those affected by breast cancer around the world. I am inspired by the impact we have made through our support of research, education, and access to care, but our work is not done – as breast cancer continues to be the most commonly diagnosed cancer worldwide. Together, we will continue powering progress, until we realize my mother's vision of a breast cancer-free world for all.

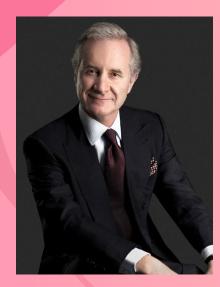


#### FABRIZIO FREDA

### **President and Chief Executive Officer,** The Estée Lauder Companies Inc.

"At The Estée Lauder Companies, we have a longstanding history of advancing possibilities in the communities we live and work around the world. Our success as a company is deeply rooted in living our shared values, and The Breast Cancer Campaign represents the best of who we are and what we do.

As the company's largest corporate social impact program, The Campaign is the cornerstone of our social investments in women's advancement and health. The powerful and lasting impact The Campaign continues to make globally is made possible by the tremendous dedication of our employees, consumers and partners. Through our collective efforts, we continue to advance this purposedriven work to support all of those touched by breast cancer."





#### ELIZABETH HURLEY Global Ambassador,

For over 30 years, The Estée Lauder Companies has continued to make a profound impact on the global community through its Breast Cancer Campaign. I have had the honor of witnessing the progress since Evelyn Lauder asked me to join her in The Campaign, shortly after its founding. She was passionate about destigmatizing breast cancer and working towards a cure. Her mission really resonated with me because I had recently lost my grandmother to the disease and she never wanted to speak about it until it was too late. I knew that we could change that – and we have. Today, this continues to be some of my most meaningful work.





Although we have made advancements, each year I am reminded of how significantly this diverse disease affects us all – patients, doctors, medical personnel, families, loved ones, and more. Which is why we must continue The Campaign's messages about breast health, early detection, the importance of self-checking, as well as fund life-saving scientific research. Together, we can carry on Evelyn's legacy – to help create a breast cancer-free world for all."



## RESEARCH IN ACTION

The Estée Lauder Companies' Breast Cancer Campaign and the Breast Cancer Research Foundation<sup>®</sup> (BCRF) have continued a long-standing partnership to fund breast cancer research, since BCRF's founding by Evelyn H. Lauder in 1993.

Together, The Breast Cancer Campaign and The Estée Lauder Companies Charitable Foundation have funded more than \$118 million for lifesaving global research, education and medical services - with more than \$93 million funding medical research through the Breast Cancer Research Foundation<sup>®</sup>

In honor of The Campaign's 30th Anniversary in 2022 - The Estée Lauder Companies Charitable Foundation made a commitment to donate \$15 million over five years to BCRF to fund research that will further The Campaign's goal of addressing breast cancer disparities and improving outcomes.

The \$15 million donation over five years will fund a new BCRF research initiative to accelerate The Campaign and BCRF's collective goal of reducing breast cancer disparities and improving outcomes. This comprehensive study of the intersection of social determinants of health, comorbidities, and the biology of breast cancer in Black women has the potential to significantly impact breast cancer disparities globally. It will help advance personalized breast cancer health care across prevention, diagnosis, and treatment for those at most risk of dying from the disease and has the potential to be groundbreaking for the global breast cancer community.

Through the thirty-year partnership between ELC and BCRF, advancements have been made that have contributed to:

- Expanding understanding of triple-negative breast cancer, the most aggressive form of the disease that disproportionately impacts Black women
- Improving precision medicine by identifying new therapeutic targets, and identifying the mechanisms of metastatic disease
- Improving the quality of life for patients experiencing the life-altering diagnosis of breast cancer
- A myriad of other advancements across the spectrum of breast cancer research, education, and medical services



#### IMPROVING TREATMENT

- Developing novel combination approaches for treatment of aggressive breast cancers
- Developing new strategies to improve response to immunotherapies
- Identifying biomarkers and targeted therapies to personalize cancer therapies to each individual patient

#### ADDRESSING DISPARITIES

- Identifying barriers to timely treatment for underrepresented and other vulnerable populations to improve access to quality care
- Developing ways to prepare Black breast cancer patients to engage with their providers to discuss participation in clinical trials
- Analyzing how different clinical and genetic features affect breast cancer recurrence and survival across different racial groups
- Advancing the understanding of breast cancer disparities to improve the delivery of care in Rwanda
- Building infrastructure to conduct clinical trials to improve breast cancer treatment in West Africa

#### TUMOR BIOLOGY

- Studying tumor processes to identify genes and pathways as potential targets in rare or aggressive breast cancers
- Studying the interaction between tumor cells and non-tumor cells in the microenvironment to identify novel strategies for prevention or treatment

#### METASTATIC BREAST CANCER

- Identifying strategies to improve treatments for patients with metastatic breast cancer
- Developing and using blood-and tissue-based biomarkers to identify breast cancers with a high risk of recurrence
- Seeking approaches to prevent resistance to targeted therapies in advanced breast cancer

#### LIFESTYLE & PREVENTION

- Improving ways to assess risk in young girls with a family history of breast cancer
- Designing personalized weight loss intervention to reduce the risk of breast cancer and breast cancer recurrence
- Studying the impact of lifestyle during puberty on the future risk of breast cancer

## *SURVIVORSHIP & QUALITY OF LIFE*

- Advancing the understanding of the long-term effects of breast cancer diagnosis and therapy to find ways to improve the quality of life for patients living with breast cancer
- Developing tools to improve communication between doctors and patients regarding genetic testing
- Understanding the impact of stress associated with receiving a breast cancer diagnosis on patient outcomes and quality of life

Since 1993, BCRF-supported investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment, and survivorship. For 2022 -2023, The Estée Lauder Companies is supporting BCRF research in eight countries: Canada, France, Italy, Nigeria, Rwanda, Switzerland, UK, and the US.



## GLOBAL IMPACT

For more than 30 years, The Estée Lauder Companies' Breast Cancer Campaign (The Campaign) has been dedicated to advancing the possibility of a breast cancer-free world for all by supporting research, education and medical services worldwide.

Through the invaluable efforts of employees, consumers and partners, The Campaign continues to drive forward meaningful impact in support of the global breast cancer community in a multitude of ways, including:

- Funding medical research and fellowships worldwide
- Identifying and addressing disparities that exist across the entire breast cancer landscape
- Advancing conversations on the importance of breast health education and early detection by facilitating discussions between the breast cancer community, medical experts and key opinion leaders
- Supporting the building and updating of various care centers to treat and support breast cancer patients
- Funding medical resources and services including access to mammograms and screenings for vulnerable groups with limited access to healthcare
- Positively impacting the lives of people with breast cancer and their families by helping to provide support, therapy and counseling programs
- Producing and distributing information materials and pink ribbons worldwide



#### GLOBAL HIGHLIGHTS

ITALY

MEXICO

**MIDDLE EAST** 

SINGAPORE

SOUTH AFRICA

& IRELAND

U.K.

Through The Breast Cancer Campaign, The Estée Lauder Companies (ELC) supports **60+** organizations arounds the world that facilitate real change aligned to the diverse needs of local communities. These include:

Through their partnership with America Amigas, ELC *Brazil* provides medical equipment and trainings on breast cancer diagnosis to health care professionals as well as supports the offering of mammography and ultrasound exams to those with limited access to care.

In *China*, ELC supports the China Women's Development Foundation – providing financial support to 200+ women in need during breast cancer treatment as well as offering of free breast health counsel sessions for hospitals in Beijing, Shanghai and Chengdu during October.

Through their partnership with the Colombian League Against Cancer, ELC *Colombia* provides mammograms to women and supports breast education for young women in rural populations.

ELC *France* helps advance life-saving scientific research and supports educational initiatives on breast cancer awareness and early detection through Ruban Rose, a non-profit organization co-founded by the company.

In *Greece*, ELC funds mammograms to women with limited access to medical services across the country, including remote islands, through the Hellenic Anticancer Society's (EAC) Pink Mobile Mammogram Unit.

In *Japan*, ELC helped fund the POSITIVE Study through the Japan Breast Cancer Research Group (JBCRG) – a 5-year long research project that evaluated safety and efficacy of treatment disruption for women with breast cancer who wish to become pregnant. Findings were presented in December 2022 at the San Antonio Breast Cancer Symposium.

ELC *Korea* maintains its long-standing partnership with the Korean Cancer Society (KCS), supporting initiatives surrounding public education, breast cancer awareness, and medical services for patients with limited access to care. Through the AIRC Foundation for Cancer Research (AIRC), ELC *Italy* raises funds to support multiple three-year fellowships, named after the company, to a new generation of breast cancer researchers dedicated to the treatment of cancer.

In *Mexico*, ELC helps women in need who have been diagnosed with breast cancer, as well as their families, by providing funding for housing and mental health resources in historically marginalized communities through Cruz Rosa Mexicana.

In the *Middle East*, ELC continues to support the Al Jalila Foundation, in partnership with Brest Friends, helping to raise awareness on the importance of early detection of breast cancer, furthering patient support with medical treatment and funding local breast cancer research.

In *Singapore*, ELC raises funds that helped create and now maintain a specialized area, the Positive Image Room, in Singapore's first Breast Cancer Center, which is a safe space where patient can access resources while undergoing treatment.

In partnership with the Faraja Cancer Support Trust, ELC *South Africa* funds mammograms for local women within the community with limited access to care, as well as supports the acquisition of new equipment for the organization.

ELC in the *U.K. and Ireland*, continues to support London's first-ever specialized breast cancer support center, Future Dreams House, offering free, personalized services, addressing the emotional and physical side-effects of treatment. The region remains focused on the relationship between intersectionality and disparities in breast cancer care as well as providing accessible education on early detection.



BRAZI

GREECE

## PINK RIBBON PRODUCTS

Seventeen of The Estée Lauder Companies' beauty brands raise funds for the Breast Cancer Research Foundation® (BCRF) through product sales and flat donations helping to advance the possibility of a breast cancer-free world.

All of the information provided is under embargo and cannot be included until the October issue timing.

#### AERIN



#### Purse Spray Duo – featuring Mediterranean Honeysuckle and Amber Musk

AERIN is proud to support the Breast Cancer Research Foundation<sup>®</sup> with a limitededition set featuring our two bestselling fragrances. Amber Musk evokes the feeling of being wrapped in soft cashmere, while Mediterranean Honeysuckle transports you to the azure blue waters of the Mediterranean – both in the perfect size for travel.

Size: 2 piece, 7ml spray

Suggest Retail Price: \$58.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, AERIN will donate 50% from the purchase price of the AERIN Purse Spray Duo, up to a maximum of \$20,000, to the BCRF from 9/1/23 to 6/30/24 or until supplies last.

**Available at:** Aerin LLC, Bloomingdales, Saks Fifth Avenue, Neiman Marcus, Bergdorf Goodman, Von Maur, Belk, Sephora, El.com, El.Ca

Website: Aerin.com

#### AVEDA

#### Hand Relief<sup>TM</sup> Moisturizing Creme with Rosemary Mint aroma

Moisturize dry hands and leave them noticeably softer and smoother. Ultra-rich creme formulated with Andiroba oil and other plant hydrators infuse skin with nourishment, featuring our invigorating rosemary mint aroma.

Size: 3.4 fl. oz / 100ml

#### Suggest Retail Price: \$20.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Aveda will donate \$10.00 (50%) from the purchase price of Hand Relief<sup>™</sup> Moisturizing Creme with Rosemary Mint aroma, up to a maximum of \$350,000, to BCRF from 9/24/23 to 6/30/24 or until supplies last.

Available at: Aveda.com and Participating Aveda Salons and Stores

Website: Aveda.com





## BOBBI BROWN Powerful Pinks Crushed Oil-Infused Gloss Duo

Powerful Pinks Crushed Oil-Infused Gloss Duo features a duo of non-sticky lip glosses infused with a blend of nutrient-rich botanical oils for cushiony comfort and high-impact shine—each wrapped in a limited-edition, ribbon-inspired package.

Size: 0.2 fl. oz / 6ml each (Crushed Oil-Infused Gloss in shades In The Buff and Slow Jam)

Suggest Retail Price: \$37.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Bobbi Brown Cosmetics will donate 100% of the purchase price of Powerful Pinks Crushed Oil-Infused Gloss Duo, up to a maximum donation of \$110,000, to BCRF from 9/4/23 to 6/30/24 or until supplies last.

Available at: Bobbibrowncosmetics.com

Website: Bobbibrowncosmetics.com

#### BUMBLE AND BUMBLE

#### Bb. Hairdresser's Invisible Oil Heat/UV Protector Primer

Bumble and bumble dressed up the bestselling Hairdresser's Invisible Oil Heat/UV Protective Primer with a limited-edition pink design. This multitasking leave-in treatment delivers 86% more hydration and instantly cuts frizz by 50% (all day, even in extreme humidity) versus untreated hair. Plus, it protects from heat tools up to 450°F/232°C, has UV Filters to help protect hair against the drying effects of the sun, helps protect color from fading for up to 16 washes, detangles to help protect against breakage, smooths, softens, and adds shine. Infused with our iconic 6-Oil Blend, which helps provide conditioning, moisture, nourishment, softening, and smoothing to hair.

Size: 8.5 fl. oz / 250ml

#### Suggest Retail Price: \$34.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Bumble and bumble will donate 50% from the purchase price of Bb. Hairdresser's Invisible Oil Heat/UV Protector Primer, up to a maximum of \$85,000, to BCRF from 9/4/23 to 6/30/24 or until supplies last.

**Available at:** Bumble and Bumble Midtown East And Meatpacking Salons, Participating Network Salons in the Us and Canada, and Bumbleandbumble.Com. Find A Bb.Network Salon Near You: Bumbleandbumble. Com/Locations

Website: Bumbleandbumble.com

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#### CLINIQUE

#### Great Skin, Great Cause. Limited-Edition Moisture Surge™ 100-H Auto-Replenishing

Great Skin, Great Cause. More than moisture: Clinique's refreshing fan-favorite hydrator, in a limited-edition design to honor and support breast cancer awareness.



**Size:** 1.7 oz / 50ml

#### Suggest Retail Price: \$46.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Clinique will donate \$10.00 from the purchase price of Limited-Edition Moisture Surge™ 100H Auto-Replenishing Hydrator, up to a maximum of \$500,000, to BCRF from 9/15/23 to 6/30/24 or until supplies last.

Available at: Clinique.com

Website: Clinique.com

#### DARPHIN

#### Intral Inner Youth Rescue Serum

Darphin is proud to support breast cancer research with its bestselling-serum, Inner Youth Rescue Serum, specially packaged with the pink ribbon. An innovative approach to visibly calming sensitized looking skin and helping protect its youth. First, the distinctively water-light serum absorbs quickly into skin while delivering intense hydration. Second, Intral Inner Youth Rescue Serum helps soothe visible redness and irritation caused by damaging environmental aggressors to help fight signs of aging. Formulated with a specially developed combination of Resveratrol, Salicylic Acid, the Intral Calm Complex\* and Pink Rock Rose, this serum is an essential savior to help restore the look of skin and renew radiance every day. Appropriate for all skin types, including sensitive skin. Avoid eye area.

Size: 30ml

#### Suggest Retail Price: \$95.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Darphin will donate 100% of the purchase price of the Intral Inner Youth Rescue Serum, up to a maximum of \$10,000, to BCRF from 10/2/23 to 2/28/24 or until supplies last.

Available at: Nordstrom US, Shopper's Drug Mart

Website: Darphin.com





#### DR.JART +

#### Dr.Jart+ Ceramidin<sup>™</sup> Skin Barrier Moisturizing Cream

Dr.Jart+ is proud to support the Estee Lauder Companies' Breast Cancer Campaign with a limited-edition, pink ribbon Ceramidin™ Skin Barrier Moisturizing Cream. This fast-absorbing, cushiony cream instantly moisturizes, strengthens skin's barrier with five Ceramides and Panthenol, and boosts elasticity. Leaves skin feeling soft and supple.

Size: 50ml

Suggest Retail Price: \$48.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Dr.Jart+ will donate 50% from the purchase price of the Ceramidin<sup>™</sup> Skin Barrier Moisturizing Cream, up to a maximum donation of \$13,200, to BCRF from 10/01/23 to 6/30/24, or until supplies last.

Available at: drjart.com

Website: Drjart.com

In support of The Estée Lauder Companies' Breast Cancer Campaign, Éditions de Parfum Frédéric Malle will donate \$13,000 to BCRF in 2023. The purchase of Éditions de Parfum Frédéric Malle products will not impact the flat donation amount.

#### EDITIONS DE PARFUMS FREDERIC MALLE

Website: Fredericmalle.com

#### ESTÉE LAUDER

#### Advanced Night Repair Synchronized Multi-Recovery Complex

Experience the next generation of the Advanced Night Repair serum in a limited-edition bottle, honoring and supporting breast cancer awareness.

With its exclusive, multi-dimensional technology, this formula harnesses the restorative power of night to deliver accelerated visible renewal. This fast-penetrating serum reduces the look of multiple signs of aging caused by the environmental assaults of modern life. Skin looks smoother and less lined, younger, more radiant, and even toned. Reveal beautiful, healthy-looking skin today.

#### Size: 50ml

#### Suggest Retail Price: \$125.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the purchase price of the Advanced Night Repair Synchronized Multi-Recovery Complex up to a maximum of \$263,000, to BCRF from 9/1/23 to 6/30/24 or until supplies last.

Available at: Select Estée Lauder counters nationwide, and Esteelauder.com

Website: Esteelauder.com





#### ESTÉE LAUDER

#### Empowered in Pink Pure Color Lipstick Collection

Statement-making shades. Striking color. Long-wearing. Lip-adoring. This collection includes a refillable lipstick with two refills, all in a unique, hot pink mini bag. Empowered in Pink Pure Color Lipstick Collection is in three shades (Rebellious Rose, Love Bite and Power Kiss).

Size: One full-size refillable lipstick with two refills

Suggest Retail Price: \$36.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 100% of the purchase price of Empowered in Pink Pure Color Lipstick Collection up to a maximum of \$575,000, to BCRF from 9/1/23 to 6/30/24 or until supplies last.

Available at: Select Estée Lauder counters nationwide, and Esteelauder.com

#### ESTÉE LAUDER

#### Pink Ribbon Pin

The Pink Ribbon Pin was inspired by Evelyn H. Lauder, who founded the Breast Cancer Research Foundation<sup>®</sup> in 1993 and is dedicated to advancing the world's most promising research to eradicate breast cancer. The pin is our most visible way to honor and support breast cancer awareness.

#### Size: N/A

#### Suggested Retail Price: \$12.50

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Estée Lauder will donate 20% of the purchase price of the Pink Ribbon Pin, up to a maximum of \$12,000, to BCRF from 9/1/23 to 6/30/24 or until supplies last.

Available at: Select Estée Lauder counters nationwide, and Esteelauder.com

Website: Esteelauder.com



#### JO MALONE LONDON

#### Peony & Blush Suede Cologne

The scent of peonies in voluptuous bloom, exquisitely fragile. Flirtatious with the juicy bite of red apple. Mingling with the sensuality of soft, blush suede. Featuring a limited-edition bottle design.

Size: 100ml

Suggest Retail Price: \$165.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, Jo Malone London will donate 50% from the purchase price of this product, up to a maximum donation of \$60,000, to BCRF from 10/1/23 to 6/30/24, or until supplies last.

Available at: Jo Malone London Stores and on Jomalone.com

Available at: Jomalone.com, Jo Malone stores

Website: Jomalone.com

In support of The Estée Lauder Companies' Breast Cancer Campaign, Jo Malone London will also donate \$100,000 to BCRF in 2023. The purchase of Jo Malone London products will not impact the flat donation amount.

Jo Malone

London

Website: Jomalone.com



\$25,000 to BCRF in 2023. The purchase of Kilian Paris products will not impact the flat donation amount.

Website: Bykilian.com

#### LA MER

#### Crème de la Mer The Moisturizing Cream

In support of The Estée Lauder Companies' Breast Cancer Campaign, Kilian Paris will donate

The moisturizer that started it all. With a heart of cell-renewing Miracle Broth<sup>™</sup> and antioxidant Lime Tea, this ultra-rich cream delivers healing moisture, daily protection, and energized natural repair. At first touch, sensitivities look soothed. Dryness disappears. And, with daily devotion, skin feels firmer, lines and wrinkles are visibly diminished, and a more uplifted, rejuvenated look emerges.

#### Size: 15ml

Suggest Retail Price: \$100.00

**Amount of Donation:** In support of The Estée Lauder Companies' Breast Cancer Campaign, La Mer will donate 100% from the purchase price of Crème de la Mer The Moisturizing Cream, up to a maximum donation of \$110,000, to BCRF from 10/01/23 to 06/30/24, or until supplies last.

**Available at:** Bergdorf Goodman, Bloomingdale>s, Dillard's, Macy's, Neiman Marcus, Nordstrom, and Saks Fifth Avenue

Website: cremedelamer.com







#### LAB SERIES

In support of The Estée Lauder Companies' Breast Cancer Campaign, Lab Series will donate \$15,000 to BCRF in 2023. The purchase of Lab Series products will not impact the flat donation amount.

Website: Labseries.com

#### ORIGINS

#### Checks and Balances<sup>™</sup> Frothy Face Wash

Take good care—with this more-to-love sized, Limited-Edition Checks And Balances™ Frothy Face Wash. More than your everyday cleanser, it supports The Estée Lauder Companies' Breast Cancer Campaign in its mission to help create a breast cancer-free world for all. Plus, it lathers up, refreshes senses with its Mint-infused formula, rinses away impurities and excess oils that can lead to blemishes—and serves as a daily reminder to take good care from the inside, out.

**Size:** 250 ml

Suggest Retail Price: \$36.00

**Amount of Donation:** In support of the Estée Lauder Companies' Breast Cancer Campaign, Origins will donate 100% from the purchase price of Checks and Balances<sup>™</sup> Frothy Face Wash, up to a maximum donation of \$50,000, to BCRF from 9/1/23 to 6/30/24 or until supplies last.

**Available at:** Origins stores, Macy's, Belk, Dillards, Nordstrom, SDM, Well.CA, Origins. com, Origins.ca Website: Origins.com





#### SMASHBOX

In support of The Estée Lauder Companies' Breast Cancer Campaign, Smashbox will donate \$10,000 to BCRF in 2023. The purchase of Smashbox products will not impact the flat donation amount.

Website: Smashbox.com

#### TOM FORD BEAUTY

#### Lip Color in 04 Indian Rose

This pigment-packed Lip Color in 04 Indian Rose delivers moisturizing, high-impact color and impeccable polish. Presented in limited-edition pink packaging to honor and support TOM FORD BEAUTY's commitment to the Breast Cancer Research Foundation<sup>®</sup>.

Size: 0.1 fl. oz / 3g

Suggest Retail Price: \$60.00

**Amount of Donation:** TOM FORD BEAUTY will donate 100% of the purchase price of Lip Color in 04 Indian Rose, up to a maximum donation of \$100,000, to BCRF from 10/1/23 to 6/30/24 or until supplies last.

Available at: Tomford.com and online retailers

Website: Tomford.com/beauty

In support of The Estée Lauder Companies' Breast Cancer Campaign, TOM FORD BEAUTY will donate an additional \$100,000 to BCRF in 2023. The purchase of TOM FORD BEAUTY products will not impact the flat donation amount.

TOM FORD BEAUTY

Website: Tomford.com/beauty

Too Faced

In support of The Estée Lauder Companies' Breast Cancer Campaign, Too Faced will donate \$30,000 to BCRF in 2023. The purchase of Too Faced products will not impact the flat donation amount.

Website: Toofaced.com

The Estée Lauder Companies values our relationship with you and encourages full transparency with your readers. We remind you to disclose in each social media post when you receive compensation, products and samples, or significant gifts.

Thank you for your ongoing partnership.

#TimeToEndBreastCancer



# ESTĒE LAUDER COMPANIES BREAST CANCER CAMPAIGN

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