

WORLD PINK

WORLD WITHOUT BREAST CANCER™

Wear a pink ribbon. Make a difference.

Imagine a world without breast cancer. The Estée Lauder Companies Inc. Breast Cancer Awareness Campaign is dedicated to raising awareness that early detection of breast cancer greatly enhances the chances of survival.

Wear a ribbon. Get involved.
We can turn the world pink.
We can save so many lives.



Participating Brands: Aramis • Bobbi Brown • Clinique • Donna Karan Fragrances • Estée Lauder • GoodSkin Labs
Lab Series Skincare For Men • La Mer • Origins • Sean John Fragrances • Tommy Hilfyer Fragrances

Photo: Geoff Bannister

SUPPORT WORLD PINK. MENARA KUALA LUMPUR ILLUMINATION.

This year, Menara Kuala Lumpur will once again be lit in pink, with the added excitement of a charity walk! More than 1,200 Malaysians are expected to Walk for World Pink, taking place in the vicinity of Menara Kuala Lumpur. Join us and witness the 1,200 participants paint the city pink in aid of breast cancer awareness!

Date : October 3, 2009
Time : 5pm onwards
Venue : Menara Kuala Lumpur

In a business where more than 90% of our staff and customers are women, the best touch point for outreach is at our counters. Annually, our brands' counters, hand out pink ribbons and Breast Self-Exam cards to every possible customer.

Bobbi Brown and Estée Lauder will be selling specially-designed pink beauty products at selected counters/stores, of which 100% of the proceeds will go towards our 2009 Breast Cancer Awareness Campaign fund.

For more information, please email Worldpink@my.estee.com or call 03-2092 6000.

Photo: Geoff Bannister