



CRUSADING FOR A CURE

PUT UP
YOUR DUKES!
THE BEAUTY
INDUSTRY IS
FIGHTING TO
ERADICATE
BREAST
CANCER—
AND SO
CAN YOU.
BY AMY DODDS
AND
ALYSON
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If you or someone you love has not been touched by breast cancer, consider yourself exceedingly blessed: The American Cancer Society (ACS) estimates that a staggering 178,480 new cases of invasive breast cancer will be diagnosed in 2007, and that nearly 41,000 Americans will lose their lives to the disease this year. While women account for the overwhelming majority of breast cancer incidences, the disease also affects men: According to ACS, about 1,450 new male cases crop up annually.

But not all is doom and gloom. Due to more effective treatments and earlier detection, ACS reports a steady decline in the number of deaths resulting from the disease since 1990. Additionally, a myriad of active foundations and organizations are available to assist both in breast cancer survivors' long-term support and in raising funds for the treatment and eventual cure of the disease.

Since studies have shown that patients may have a faster recovery rate from breast cancer when they feel good about the way they look, the beauty industry is perfectly poised to help make a difference. What can *you* do? Encourage cancer patients to visit your salon, say Wella creative directors Sonya and Christopher Dove. Because women undergoing chemotherapy often suffer the demoralizing effects of hair loss, a gentle scalp massage and a short, stylish haircut will help ease the transition. Or, as the Redken and Couture for Cancer partnership, Inspire Change, suggests,

encourage your staff to donate their tips one day each week, or even once a month. Also consider the tried-and-true cut-a-thon. If your immediate reaction is, "Everyone has done that; I want to do something different," just remember that cut-a-thons are commonplace for a reason: They really do work.

Additionally, your salon could partner with any of the several programs that aim to help cancer survivors. For example, P&G Professional Care provides partnering salons with a merchandising kit, complete with items such as shelf-talkers, posters and City of Hope pins, as well as instructions on how to maximize their commitment to the cause. And don't forget volunteerism: Join the ACS/National Cosmetology Association/Cosmetics, Toiletry and Fragrance Association-sponsored Look Good...Feel Better program (lookgoodfeelbetter.org) whereby beauty pros teach cancer survivors various tips and techniques to improve their appearance and maintain a positive self-image.

Finally, we've gathered numerous "pink" products that you can retail in your salon (or buy for yourself) to help raise significant funds for the fight against breast cancer. "The beauty industry generates more than \$250,000 in annual revenue for Susan G. Komen for the Cure," says Katrina McGhee, Susan G. Komen for the Cure's director of cause marketing. "Every dollar has a huge impact on our organization as we race to find the cures for breast cancer."

ER'GO B4BC CANDLE
Donating 20% of sales
to benefit Boarding
for Breast Cancer
Organization



ERGO PROSLEEKER 1" FLAT IRON
Donating \$16,000 of proceeds to benefit
City of Hope for breast cancer research



**JATAI FEATHER
STYLING RAZOR**
Donating percentage
of proceeds to benefit
National Breast Cancer
Foundation



**HOT TOOLS ULTRALITE TOURMALINE
IONIC 1875 WATT PROFESSIONAL DRYER**
Donating portion of the proceeds to benefit
organizations involved in breast cancer
research



**PRIVÉ FIRM HOLD
HAIR SPRAY**
From October 1 to
September 30, 2008,
\$1 from each sale to
benefit the Expedition
Inspiration Breast
Cancer Research
Foundation



**SORMÉ LIP
GLOSS IN
CRAVE**
Donating portion
of proceeds
to fund breast
cancer research



**COEUR A COEUR
BELLTRESSE PINK
PEARL 24/7 SHAMPOO,
CONDITIONER AND
STYLING CRÈME**
Donating 10% of proceeds
to benefit Breast Cancer
Research Foundation

**TWEEZERMAN PRECISION IN
PINK TWEEZERS**
Donating \$1 of each sale to benefit
organizations devoted to breast
cancer care and finding a cure



ZOTOS TEXTURE EFX
Donating \$12,500 from sales to
City of Hope



JOICO SKIN LUXE
PINK VANILLA
WHIPPED BODY
BUTTER
Donating a percentage
of proceeds to benefit
City of Hope Breast
Cancer Research Fund

VEDAMAMA RELAX BODY
BUTTER CREAM
Donating portion of
proceeds to benefit breast
cancer research

AVEDA HAND RELIEF
Donating \$4 from each sale to fund
environmental research for Breast
Cancer Research Foundation

SO.CAP. USA
PINK HAIR
EXTENSIONS
Salon clients
donate \$10 to
benefit National
Breast Cancer
Foundation and
receive a pink
hair extension
in return

MEHAZ PINK CASE
AND TWEEZERS
Donating percent-
age of proceeds to
benefit Expedition
Inspiration until the
end of 2007

GHD PROFESSIONAL
PINK STYLER
Donating \$15 per iron
sold through the end of
October to benefit Young
Survivor Coalition

ANDRÉ STYLING CAPE
Donating \$1 per purchase to
benefit breast cancer research

PHILIP PELUSI
HAIRX LINE
Donating 5% of sales
to benefit Susan G.
Komen for the Cure

OPI PRODUCTS
PINK OF HEARTS
Donating \$25,000
of proceeds to benefit
Susan G. Komen for
the Cure

HOPE, COURAGE & FAITH
FRAGRANCE STICK SET
Donating portion of proceeds to benefit
breast cancer research

AETÓ BOTANICA
SHAMPOO (SHOWN),
CONDITIONER AND
SCALP DE-TOXER OIL
Donating 10% of sales to
benefit The Libby Ross
Foundation

CRICKET THINK
PINK 5250 CERAMIC
HEAT DRYER AND
STRAIGHTCRAZY X2
CERAMIC FLAT IRON
Donating portion of
proceeds to benefit
breast cancer
research

FRESH BAKED CHERRY
PIE SHAMPOO/BODY
WASH
Donating \$12,500 to benefit
City of Hope

ESSIE PINK IS
POWERFUL
In October, 10%
of sales to benefit
Entertainment
Industry
Foundation's
Women's Cancer
Research

JANE IREDALE
24-KARAT
GOLD DUST
EYESHADOW
Donating
percentage of
proceeds to
benefit Susan G.
Komen for
the Cure

ULTRA TWEEZERS FOR LIFE
SLANT-TIP TWEEZERS
Through October 31, donating \$1
per purchase to Susan G. Komen
for the Cure, with a minimum
donation of \$6,000

FROMM PINK SUPPORT SHEAR
AND HOLSTER
Donating portion of proceeds to
benefit breast cancer research

FOR MORE PINK ITEMS,
VISIT BEAUTYLAUNCHPAD.COM