



THE ESTÉE LAUDER COMPANIES

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CANCER
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Supporting education and medical research.
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WE'RE STRONGER TOGETHER
BREAST CANCER SURVIVORS FROM
THE ESTÉE LAUDER COMPANIES
SHOW THEIR STRENGTH



VIVIAN CALVO
Senior Consultant, Communications, U.S. Hispanic Markets

In November 2001, my 32-year-old daughter, Adriana, felt a lump on her right breast. Her doctor suggested a mammogram, followed by a sonogram and a biopsy. Soon after, Adriana was diagnosed with breast cancer—she had two lumps and both were malignant.

I knew that the first thing I needed to do was to call The Estée Lauder Companies (ELC). Fighting breast cancer and spreading the message that early detection saves lives has always been part of our Company's DNA through The Breast Cancer Awareness (BCA) Campaign. As soon as I arrived home, I reached out to a New York colleague with my devastating news. I turned to ELC for any and all assistance they could provide. The BCA Campaign helped every step of the way.

In March 2008, I had my yearly mammogram and received a call from my doctor. He had noted a cluster of calcifications on my left breast and ordered a biopsy. Days later, when I picked up the phone and heard my doctor's voice at the other end, I knew immediately what I did not want to hear: I had breast cancer. Back to oncologists, PET scans, fears and doubts. I was "happy" it was me and not my daughter, but I felt mentally drained knowing that I had to go through the same ordeal my daughter had gone through while keeping my family's hopes high. Once again, I reached out to The BCA Campaign and I received all the needed support while going through tests, surgery and radiation.

I am very grateful that The Estée Lauder Companies is supporting a BCRF project that is focused on the inherited and also the non-genetic factors contributing to poor outcomes for breast cancer in young women.

Vivian Calvo is a multi-dimensional journalist/public relations professional. In 1994, she was named Editor-in-Chief for ELLE Magazine (U.S. Hispanic & Mexico editions) and during her tenure, was awarded the "Hispanic Award for Creative Excellence." Ms Calvo started in Clinique in 1998, where she spearheaded the brand's effort to reach out to the U.S. Hispanic Market and Puerto Rico. In 2000, Ms. Calvo took her talents to Estée Lauder in the same capacity, and in 2002, she broadened her portfolio by adding Bobbi Brown as another one of her brands. While at The Estée Lauder Companies, Ms. Calvo has been a leader for The Breast Cancer Awareness (BCA) Campaign; one of her most memorable projects was hosting a media breakfast with Mrs. H. Evelyn Lauder for the U.S. Hispanic media at The Ritz-Carlton in Key Biscayne and the illumination of The Freedom Tower, iconic landmark in the Miami area.



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MAUREEN CASE

Global Brand President, Bobbi Brown and Jo Malone London

Three years ago, I went for an annual mammogram and my doctor told me, “You have a little, little, little cancer.” I was shocked. It didn’t run in my family and I even took the BRCA gene test — and I don’t have the gene. But when my biopsy came back, I found out I had ductal carcinoma in situ (DCIS), a precursor to breast cancer.

After meeting with my doctor, I was getting lots of different advice — some said watch and wait and others would say obviate it or do a lumpectomy with radiation. If I did radiation, it would destroy the breast tissue which would mean if I needed a mastectomy later, reconstruction would be difficult. After a conversation with my doctor, I made the decision to go forward with a prophylactic bilateral mastectomy. Following the procedure, they did a biopsy of the breast tissue and said that I would likely have had a nasty invasive cancer within two years. After the surgery, I felt like I received a gift with the opportunity to get a heads up on something so life changing.

I am proud that The Estée Lauder Companies is supporting a BCRF research grant that focuses on identifying genes and proteins that may give rise to breast cancer with the goal of treating these early lesions before they become harmful. Developing new tools will allow for earlier and more accurate diagnosis to give the greatest opportunity for breast cancer cure and prevention.

Maureen Case is Global Brand President, Bobbi Brown and Jo Malone London for The Estée Lauder Companies (ELC). In this role, she heads global business operations for two of the Company’s most innovative color, skincare and fragrance brands: Bobbi Brown Cosmetics and Jo Malone London. Ms. Case boasts more than three decades of experience in the cosmetics business, 21 of those years with ELC. Passionate about making a difference in people’s lives, Ms. Case sits on the boards of Dress for Success and Phoenix House, supports Oceana and is an active member of Cosmetic Executive Women. She currently resides in New York City with her husband and two children.



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TERRY GUTIERREZ
Regional Marketing Director, Estée Lauder

Since the day I started at The Estée Lauder Companies 17 years ago, I've always been proud of the Company's Breast Cancer Awareness (BCA) Campaign and the involvement by so many employees around the world. With no cancer history in my family, I never imagined that I would be that one person out of eight to be affected by breast cancer.

I was diagnosed at the age of 36. My husband decided to buy a Harley for his mid-life crisis. I wanted to have a mid-life crisis too, so I decided to opt for a little plastic surgery. This led me to getting a baseline mammogram which uncovered that I had ductal carcinoma in situ (DCIS). I was devastated to find out that I would have to have a mastectomy.

I celebrated my five-year mark in 2008 and then, two years later in a routine exam, my doctor felt a lump in the breast I had had a mastectomy in. We hoped it was just scar tissue, but a biopsy revealed I had cancer again, seven years later in the same breast. I'm now 45 and a two-time breast cancer survivor. I can't control whether I'll get breast cancer again, but what I can control is to help create awareness and raise funds to find a cure. It is very gratifying to know that the Estée Lauder brand is supporting a study that is assessing the risk of breast cancer recurrence in women with early-stage disease. This will allow doctors to monitor risk factors and better prevent recurrence, as well as to develop more effective treatments.

I'm honored and proud to support The Estée Lauder Companies' BCA Campaign and Mrs. Evelyn H. Lauder's legacy. She always inspired me to believe that we can all make a difference and she supported me through my personal journey.

Terry Gutierrez is a Regional Marketing Director for Estée Lauder, where she leads a team of Account and Education Executives in sales and marketing across 150 stores in Florida and Puerto Rico. Terry has been with The Estée Lauder Companies for 17 years. As a breast cancer survivor, Mrs. Gutierrez is passionate about supporting The Breast Cancer Research Foundation® (BCRF). Not only does she dedicate her personal time to fundraising for BCRF, she also leads numerous fundraising initiatives on behalf of the Estée Lauder field teams, and together they have raised more than a half a million dollars for BCRF by hosting picnics, luncheons, auctions, walkathons and more. Mrs. Gutierrez resides in Miami with her husband and two children.



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SHARI HOLT
Business Manager, Estée Lauder

I was informed by an associate of mine that Estée Lauder provides employees' with free annual mammograms at Memorial Sloan-Kettering Cancer Center. Whenever she scheduled her annual mammograms, she always encouraged me to book my appointment at the same time. One day in 2010, my associate called to book her annual appointment and then handed me the phone to book mine — I scheduled it for the same day as hers.

I went in for my mammogram as usual, and the nurse stated that I would receive my results in the mail. A few weeks later, I received a letter from the hospital stating that they wanted me to come in for more testing.

I booked an appointment for the next week, but due to a scheduling mix up I had a managers meeting the same morning of the tests. I mentioned to my team that I needed to cancel my appointment, but they insisted I go. To my dismay, the test raised concern and I was instructed to go back to the hospital the next day for a biopsy. Just three days later, I got a call from the doctor who told me I had breast cancer.

My Account Executive jumped into action and called our Regional Marketing Director (RMD) at the time. The RMD reached out to the SVP of Sales and Marketing at Estée Lauder, who contacted the Estée Lauder Global Brand President. I was deeply touched by the support and compassion that all the Estée Lauder executives demonstrated to ensure I received the best care. I knew with my family, friends and a supportive work environment, I was going to have the courage to fight for my life.

I had a lumpectomy in December 2010; two weeks later I went back for a follow-up surgery. The doctor informed me that he needed to repeat the surgery because my margins were not clean. One week later I had surgery again and I am happy to report that I am cancer free. I had radiation therapy for six weeks and all my tests have come back perfect since my last surgery.

I am very appreciative that the Estée Lauder brand is supporting a BCRF research grant that is developing a comprehensive care plan to help minimize side-effects of breast cancer treatment and ensure that breast cancer survivors recover as fully as possible to live healthy and vigorous lives.

Shari L. Holt started working for Estée Lauder as a counter manager in 1998 for Lord & Taylor in Newark, Delaware. She was promoted five years later to Account Coordinator for May Merchandising Company. In 2004, she moved to Jersey City, NJ after accepting a promotion to Business Manager for Macy's Herald Square. She became Business Manager at Saks Fifth Avenue, New York in 2006. She is currently married with children.



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CARMEN NORRIS

District Manager/Group Manager of the Company Stores
in New York and New Jersey

Seven years ago, I was diagnosed with breast cancer. I went to my mother's home and called Mr. Leonard Lauder's office; within a few minutes, Mrs. Evelyn Lauder herself called me back and told me not to be afraid. She gave me strength and the next day I had an appointment with a wonderful breast surgeon at Memorial Sloan-Kettering. That was very moving for me, and every step of my fight I had the support of my mother, my husband, my friends, the Lauder family and friends and colleagues at The Estée Lauder Companies.

I will never forget when one of my colleagues offered to go with me to my radiation appointments, or when the wife of one of our senior executives, a survivor herself, offered to accompany my mother and my husband to my mastectomy, nor the many times that Mrs. Lauder and Mr. Lauder asked about my fight. My team at work smiled at each one of my successes throughout this journey!

Since then, I have rediscovered something I already knew: Life is constantly changing and evolving, nothing remains the same. I have discovered that my strength comes from within, my family, my friends, my co-workers, The Estée Lauder Companies — and for all of this I am very grateful. I am also very pleased that The Estée Lauder Companies, in partnership with BCRF, is able to help launch an early-phase breast cancer vaccine trial.

As a person and an employee of The Estée Lauder Companies, I truly believe that we are defined by Mrs. Estée Lauder vision that lives on today of: "Bringing the best to everyone we touch."

Carmen Norris was born in Bolivia and has lived in Belgium, Japan, England and the US. It was in England that she was introduced to the world of The Estée Lauder Companies, where she began as a counterperson/beauty advisor on a part-time basis. She moved to NYC and started working as a store manager before being promoted to District Manager/Group Manager of the Company Stores in New York and New Jersey. Ms. Norris is privileged to work for a company that values its employees and brings the best to all their employees.



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DEBBIE SILVERMAN

Consultant, Packaging, Aramis Designer Fragrance Division

Since I was 32 years old, I scheduled regular annual mammographies. In December of 2009, I was lying in bed and felt a small lump. I made an appointment and showed the doctor the spot and he could actually feel the lump. It was very low — lower than the bottom of my bra. The doctor did a sonogram and said that he saw the mass, but that the area wasn't breast tissue and it could be on my bones.

After several more x-rays on my rib area that revealed nothing, another doctor redid the sonogram. Both doctors said the lump had no characteristics of breast cancer however neither was sure what it was. Due to my high anxiety level, we agreed to do a needle biopsy. Two inconclusive biopsies later, I knew in my gut that I had breast cancer. At this point I called a colleague at The Estée Lauder Companies and asked if she could assist me in getting an appointment at Memorial Sloan-Kettering Cancer Center. Once at Sloan-Kettering, there was no question that this was in fact breast tissue and I did have breast cancer. My particular tumor did not show up on mammography screenings because it was actually lower than the mammography tray.

According to the doctors, if I had not been thin and felt this myself it may have gone undetected for a longer time. I was diagnosed with Invasive Ductile Breast Cancer. I have no family history nor do I carry the BRCA gene. I got very lucky with the team of experts who handled my case at Sloan-Kettering. Not only did they focus on curing the cancer but the cosmetic outcome was extremely important to them as well and I was offered a progressive surgery that was not being offered at other places.

I am very grateful that The Estée Lauder Companies is supporting BCRF research that is developing a new way to determine effectiveness of anti-estrogen therapies in premenopausal breast cancer patients, research that requires both innovation and creativity.

Debbie Silverman is a Consultant in Promotional Packaging for The Estée Lauder Companies, currently working with the Aramis Designer Fragrance division. Ms. Silverman has been affiliated with The Estée Lauder Companies for over twenty years. After becoming a full time employee in 1991 in the Package Development Group for The Estée Lauder Companies, she quickly was recognized for her dedication and her great eye for detail. In 2004 after the birth of her first daughter, she transitioned to consultant but has remained a valuable member of the team. For the past five years she has been working on cosmetic bag development for the Aramis Designer Fragrance division, including the licensees Michael Kors, Donna Karan, Marni and Tommy Hilfiger. Ms. Silverman lives on Long Island with her husband and two beautiful daughters. She has been an active fundraiser for children's charities as well as for FD Now. She is passionate about sharing her personal story to guide other women in making educated decisions about their choices and treatment.