



THE ESTÉE LAUDER COMPANIES

**BREAST  
CANCER  
AWARENESS  
CAMPAIGN**

Supporting education and medical research.  
Join us at [bcacampaign.com](http://bcacampaign.com) and [facebook.com/bcacampaign](https://facebook.com/bcacampaign)

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**THE ESTÉE LAUDER COMPANIES'  
BREAST CANCER AWARENESS (BCA)  
CAMPAIGN IS PROUD TO SUPPORT  
THE BREAST CANCER RESEARCH  
FOUNDATION® (BCRF)**

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IN ITS EFFORTS TO PREVENT AND CURE BREAST CANCER

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Since 1994, The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign has raised more than \$48 million to support global research, education and medical services; \$38 million of which has funded 152 Breast Cancer Research Foundation® (BCRF) research projects worldwide in the past 20 years. Funds have been raised through employee fundraising activities and donations, Pink Ribbon product sales and contributions from many of The Estée Lauder Companies' iconic brands such as: Aveda, Bobbi Brown, Bumble and bumble, Clinique, Coach, Darphin, Donna Karan, Estée Lauder, Jo Malone London, La Mer, Lab Series, Michael Kors, Ojon, Origins, Prescriptives, Smashbox, Tommy Hilfiger.

**THESE FUNDS HAVE HELPED BCRF BRING US  
CLOSER TO A WORLD WITHOUT BREAST CANCER  
BY SUPPORTING RESEARCH GRANTS THAT HAVE  
ACCOMPLISHED THE FOLLOWING:**

- The launch of an early-phase breast cancer vaccine trial
- Improved ways to assess risk in young girls from families with multiple cases of breast cancer
- Design of a weight-loss program for women with early-stage breast cancer to help prevent recurrence or metastasis
- Implementation of a new Cognitive Rehabilitation Program for breast cancer survivors experiencing significant difficulties with memory, concentration and other tasks
- Discovery of a potential genetic link to post-treatment fatigue in breast cancer patients
- Creation of a new study for women with advanced breast cancer to investigate whether obesity is associated with high levels of circulating tumor cells, which have been linked to poor response to treatment and more rapid disease progression



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## THE BCA CAMPAIGN IS HONORED TO SUPPORT THE FOLLOWING 2012-2013 BCRF GRANTEES:



**JILL BARGONETTI, PHD**, is the Chair of the Molecular, Cellular and Development PhD Subprogram in Biology at the City University of New York Graduate Center. Dr. Bargonetti focuses on identifying genetic biomarkers that may be involved in the formation of different subtypes of breast cancer, particularly **triple negative disease**. She is an expert on the p53 gene, which when functional prevents the formation of tumors but when mutated may lead to cancer. In loving memory of BCRF Founder, Evelyn H. Lauder, Estée Lauder Companies' New York-area employees undertook several creative fundraising activities to establish this grant at her alma mater.



Through an innovative collaboration at UCLA, made possible by support from Clinique, **JULIENNE E. BOWER, PHD**, Associate Professor of Psychology and Psychiatry/Biobehavioral Sciences, and **STEVEN W. COLE, PHD**, Associate Professor of Hematology-Oncology, are determining the link between **inflammation, chronic stress, and breast cancer**. They are working with newly diagnosed breast cancer patients and assessing the biological basis between psychological stress and inflammation, which is known to affect the growth and spread of tumor cells. In addition, the team is investigating the **underlying causes of fatigue reported by women during and after breast cancer treatment**. They recently published on the identification of a possible genetic risk factor for post-treatment fatigue in breast cancer patients.



Estrogen receptor-positive (ER+) disease accounts for more than two-thirds of all breast cancer cases. **MITCH DOWSETT, PHD, BSC**, and **IAN E. SMITH, MD, FRCP, FRCPE**, Professors at The Royal Marsden Hospital and Institute of Cancer Research in London, are **tackling issues facing premenopausal women diagnosed with ER+ breast cancer**, who have fewer treatment options than their post-menopausal counterparts. With support from The Estée Lauder Companies' brands in honor of Elizabeth Hurley, Drs. Dowsett and Smith are developing a new way to determine effectiveness of anti-estrogen therapies in premenopausal breast cancer patients—a challenge requiring innovation and creativity.



**H. SHELTON EARP, MD**, directs the Lineberger Comprehensive Cancer Center at the University of North Carolina, Chapel Hill. Thanks to generous support from the Estée Lauder brand, Dr. Earp is studying HER2-positive (HER2+) breast cancer, which accounts for up to 30% of all breast cancer cases, and is **developing a vaccine against this aggressive disease**. His team's work will further enhance understanding of the biology of this cancer, which could lead to the development of more effective treatment strategies.



**MONICA FORNIER, MD**, is a medical oncologist at Memorial Sloan-Kettering Cancer Center and an Assistant Professor at Weill Cornell Medical College. Made possible by generous support from Estée Lauder North America Supply Chain & Operating Facilities, Dr. Fornier's project uses small molecules, called metabolites, to **assess the risk of breast cancer recurrence in women with early-stage disease**. Detecting recurrence at the earliest opportunity is critical because it allows doctors to **treat tumors just as they start to form** or even before they develop.



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**PATRICIA A. GANZ, MD**, a member of BCRF's Scientific Advisory Board and Director of Cancer Prevention & Control Research at UCLA's Jonsson Comprehensive Cancer Center, has dedicated her career to addressing the myriad physical and emotional challenges that breast cancer patients face. With generous support from the Estée Lauder brand, Dr. Ganz 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.



With generous support from The Estée Lauder Companies' brands, **PAMELA GOODWIN, MD, MSc, FRCPC**, Professor of Medicine at the University of Toronto, has launched a pilot study involving participants with advanced breast cancer to **investigate whether obesity** is associated with higher levels of circulating tumor cells, which are thought to promote recurrence and metastasis. The long-term goal of this research aims to determine whether measurement of CTCs can be used to make more effective treatment decisions.



**MARSHA A. MOSES, PHD**, Julia Dyckman Andrus Professor at Harvard Medical School, directs the Vascular Biology Program at Children's Hospital. Her research, supported by Clinique, 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. Her team is also developing new tools, such as molecular markers, to allow for **earlier and more accurate diagnosis** to give women the greatest opportunity for breast cancer cure and prevention.



**FUNMI I. OLOPADE, MD, BS, FACP**, is an international leader in clinical cancer genetics. She leads the multidisciplinary clinical and laboratory research program in cancer genetics at the University of Chicago Medical Center, and her research centers on the **genetic and non-genetic factors contributing to poor outcomes for breast cancer in young women**. Made possible by generous support from The Estée Lauder Companies' brands, Dr. Olopade's project aims to identify novel biomarkers that are associated with population genetics and predictions of response to breast cancer therapy. This scientific study is particularly apt, as another focus of Dr. Olopade's work is developing effective and efficient cancer care models for low-resource communities both within the US and abroad, especially in sub-Saharan Africa.



The ability of our cells to repair themselves plays a role in tumor development and has been associated with BRCA-related breast cancers. **REGINA M. SANTELLA, PHD**, and **MARY BETH TERRY, PHD**, at Columbia University's Mailman School of Public Health are studying different types of DNA damage and have now demonstrated that deficiencies in two different pathways impact breast cancer risk. Generously supported by Aveda, they are turning their findings to help determine when breast cancer susceptibility begins, especially in families with histories of cancer. Ultimately, their goal is to **improve risk prediction** in these families so that interventions can be applied to help prevent the occurrence of breast cancer.



**VERED STEARNS, MD**, co-directs the Breast Cancer Program at the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins School of Medicine. With generous support from the Estée Lauder brand, Dr. Stearns is launching a new trial to develop a **weight-loss program** for overweight or obese women diagnosed with early breast cancer. Obesity is associated with adversely affecting a patient's prognosis and increasing her chances of breast cancer recurrence and metastasis. This intervention will help researchers identify biomarkers in the blood or in normal-appearing breast tissue that indicate which women would most likely benefit from the program or should pursue another course of action to prevent the progression or return of her breast cancer.



**GUOCHUN ZHANG, MD, PHD**, is a surgical oncologist at Guangdong General Hospital, Guangzhou, China. Through generous support from The Estée Lauder Companies' brands, Dr. Zhang is collaborating with a research team at Baylor College of Medicine in Houston, Texas, to explore the **mechanism by which pregnancy affects breast cancer** and to test new therapies for breast cancer prevention. Data suggest that there is an age-dependent relationship between pregnancy and breast cancer risk: a first pregnancy before age 22 is protective against breast cancer, but a **first pregnancy after age 35 increases breast cancer risk**. At present, the exact mechanism is still unclear.