



THE ESTÉE LAUDER COMPANIES

BREAST  
CANCER  
AWARENESS  
CAMPAIGN

Supporting education and medical research.  
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## WILLIAM P. LAUDER

EXECUTIVE CHAIRMAN, THE ESTÉE LAUDER COMPANIES INC.

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**W**illiam P. Lauder is the son of Leonard and Evelyn Lauder and the grandson of Estée and Joseph Lauder. Mr. Lauder became Executive Chairman and Chairman of the Board of Directors in July 2009. He was Chief Executive Officer from July 2004 through June 2009. During his five-year tenure as chief executive, he expanded the Company's international presence and distribution channels and greatly strengthened the brand portfolio.

He joined the Company in 1986 as Regional Marketing Director of Clinique U.S.A. in the New York metro area. In 1990 he led the creation of the Origins brand and its innovative store-within-a store concept. He subsequently was promoted to several senior leadership positions; he led the worldwide businesses for Clinique and Origins and oversaw the Company's free-standing stores and Internet business. In 2003 he became Chief Operating Officer, with oversight of all the Company's global operations, as well as nine specialty brands and the retail business.

Under his leadership, Clinique's Dramatically Different Moisturizing Lotion became the best-selling prestige skin care product in U.S. department stores and Clinique launched its first anti-aging product.

Prior to joining the Company, Mr. Lauder completed Macy's Executive Training Program in New York City and was Associate Merchandising Manager of the New York Division/Dallas store when it opened in 1985.

He is a member of the Boards of Trustees of the University of Pennsylvania and The Trinity School in New York City, his alma maters. He is also Chairman of the Board of the Fresh Air Fund, a member of the Boards of Directors of the Jarden Corporation, the 92nd Street Y and the Partnership for New York City and the Advisory Board of Zelnick Media.

William's mother, Evelyn H. Lauder (1936-2011), was the Senior Corporate Vice President and Head of Fragrance Development Worldwide for The Estée Lauder Companies Inc. Mrs. Lauder was perhaps best known to the public for her work in bringing global awareness to the importance of women's health. Inspired by her drive and compassion, William remains committed to continuing her hard work toward the mission of defeating breast cancer through education and medical research. In 1992, drawing upon her tremendous courage to give women a voice when breast cancer was only spoken about in whispers, Mrs. Lauder co-created the Pink Ribbon with Alexandra Penney of *SELF* magazine. Today the now ubiquitous Pink Ribbon is recognized as the worldwide symbol of breast health. The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign ([BCAcampaign.com](http://BCAcampaign.com)) was launched in tandem with the introduction of the Pink Ribbon. In 1993, Evelyn Lauder founded The Breast Cancer Research Foundation® (BCRF) as an independent not-for-profit organization committed to funding scientific research to achieve prevention and a cure for breast cancer in our lifetime.





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## WE ASKED WILLIAM P. LAUDER ABOUT CORPORATE RESPONSIBILITY, THE FUTURE OF THE ESTÉE LAUDER COMPANIES' BREAST CANCER AWARENESS (BCA) CAMPAIGN AND THE EVOLUTION OF THE 2013 *WE'RE STRONGER TOGETHER* CAMPAIGN

### 1 Why are Corporate Responsibility and philanthropy cornerstones of The Estée Lauder Companies?

The Estée Lauder Companies' deep-seated family values and strengths — respect for individuals, our passion for excellence in all we do, in effect, HOW we do business — define our commitment to Corporate Responsibility and inspire us to continue to improve.

We're minimizing our environmental impact, using green chemistry principles, designing sustainable packaging and protecting biodiversity when sourcing natural ingredients.

Our philanthropy, so enthusiastically supported by our brands and through volunteering by employees, continues to improve the plight of many who suffer from the effects of breast cancer and HIV/AIDS. Since 1992, The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign has raised more than \$48 million to support global research, education and medical services; since 1994, M·A·C Cosmetics has donated more than \$280 million to M·A·C AIDS Fund and other visionary organizations that confront the HIV/AIDS epidemic in the most neglected and highest-risk communities around the world.

Our Company's heritage of responsibility reflects the way we approach our business: producing some of the best beauty products globally while providing a sustainable return on investment by respecting the environment and contributing to a better society. For me, that is the Beauty of Responsibility.

### 2 What has The BCA Campaign accomplished?

It's been 21 years since my mother launched The Estée Lauder Companies' BCA Campaign, which is now active in more than 70 countries worldwide. Perhaps the most gratifying accomplishment of all is that the fear that once surrounded breast cancer is being replaced by hope and inspiration. You have to remember that when she first started speaking out in 1992, an estimated 44,000 women in the U.S. were dying of breast cancer each year and nobody was talking about it openly. She stood up for them, gave them a voice and created a path to solutions.

Today, The 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. This year's BCA Campaign is committed to raising \$5 million to support breast cancer research, education and medical services worldwide. To help people everywhere show their strength, we are encouraging people to join together to donate any amount they can to BCRF through [BCAcampaign.com](http://BCAcampaign.com) — each and every dollar, and hour of research, will be a step closer to eradicating this unyielding disease.



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### 3

Evelyn H. Lauder spent 20 years on the world stage as a leader in breast health awareness. How will you and The Estée Lauder Companies continue to honor her legacy?

I think that my mother would be very proud to know that this is an effort that lives beyond her. She would want us to fight just as hard as she did to prevent breast cancer from destroying any more lives, and I intend to do just that. This year, The 2013 BCA Campaign theme, "*Let's Defeat Breast Cancer. We're Stronger Together.*", is a call-to-action that will serve to shift public focus from awareness to increased action, advancing us further towards a world without breast cancer. We encourage people to reach even deeper, and take specific actions aimed at preventing and eradicating the disease. The BCA Campaign and its supporting initiatives will galvanize the global masses to defeat breast cancer by lessening the stigma and deepening awareness across the globe, while raising significant funds for critical medical research.

Central to The 2013 BCA Campaign is a global social experience that will invite people from all around the world to create their own "Circles of Strength" comprised of friends, family, co-workers and loved ones to rally around any action — large or small — that might advance us toward eradicating breast cancer all together.

Under our universal banner of *We're Stronger Together*, we'll be partnering again with Elizabeth Hurley, Estée Lauder Spokesmodel and Global Ambassador for The BCA Campaign, to empower individuals to join us and join with each other to take action to support better health and fund lifesaving medical research to bring us closer than ever to a world without breast cancer. In addition, I will be proudly standing side-by-side with many of our employees around the world who have been personally touched by this disease. The spirit of my mother is with us to this day, helping us bring "the best to everyone we touch" as we work to eradicate this devastating disease.

### 4

Can you name a few of the actions that highlight The BCA Campaign?

Individuals can create "Circles of Strength" with friends, family and loved ones, and team up to:

- Agree to see your doctor regularly and get an annual mammogram if age 40 and older
- Make healthy lifestyle changes
- Join together and raise funds for The Breast Cancer Research Foundation® (BCRF) — a donation of \$50 at [BCAcampaign.com](http://BCAcampaign.com) represents approximately one hour of lifesaving research and goes directly to BCRF. Each \$250,000 raised fully supports a BCRF research project for one year.

### 5

How does the fight against breast cancer fit in with The Estée Lauder Companies' philosophy?

My mother and grandmother always said that women are the people who make our Company great. Further, my mother believed that it's one thing to be able to create quality products that make women look and feel beautiful, but it's quite another to help them live longer and more beautiful lives — and she didn't think that those two goals were mutually exclusive.

Research has shown that within our lifetimes, if clinicians continue to treat the disease at the rate that they have been, breast cancer can indeed become a thing of the past. Over the past 20 plus years, The BCA Campaign has become a vital part of The Estée Lauder Companies' culture. It's an initiative that has really rallied our employees around the world and has become something that they take great pride in. The Estée Lauder Companies will continue to be committed to eradicating this disease from our lives.