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# Prevalent in pink

*This is global Breast Cancer Awareness Month, so to help raise funds for the cause, many companies and organizations have included pink in their campaigns, the color associated with the disease*

Approximately one-quarter of the women diagnosed with breast cancer are under the age of 50, and some seven percent are under 40. The success of treating breast cancer for women of all ages depends on the time of detection. Therefore, it is of the utmost importance to have an annual check-up for early detection of the disease.

By Efrat L. Cohen



## *Pink products*

For more than a decade, Estee Lauder has been involved in helping to find a cure for breast cancer. Since 1992, when the company's campaign and the pink ribbon collection began, almost 110 million ribbons have been donated.

Estee Lauder created a new collection of products to raise awareness about breast cancer. Packaged in a makeup bag, the collection includes Pink Raspberry Pure Color lipstick and Berry Hot and Blushing Lilac nail polish. There is also a special edition of the New Advances Night Repair Synchronized Recovery Complex serum, which comes with a key holder and a medallion in a design inspired by Breast Cancer Awareness Month.

Available only at Super-Pharm; 30% of the sales are being donated to The Israel Cancer Association.