

In
Good conscience

Pink revolution

By Jerusalem Post staff

Estée Lauder is aiming to help raise awareness about breast cancer. In Israel, many high-profile chefs are supporting the campaign.



(Courtesy)

It is a campaign that is more than 20 years old, but the Estée Lauder Companies' new 2013 Breast Cancer Awareness Campaign theme and call to action is Let's Defeat Breast Cancer: We're Stronger Together. The campaign is taking place around the world, and in Israel some renowned chefs have decided to pitch in and help raise awareness about this critical issue.

The Israeli initiative is called One Dish in Pink. Throughout the month of October, the restaurants belonging to the chefs participating in the campaign will offer the dish as part of their menu. The dish costs NIS 48, NIS 15 of which will be donated to the Israel Cancer Association.

"The goal of the project is to remind every Israeli woman that a simple test can save her life," says Oren Revah, CEO of Estée Lauder in Israel. "The campaign this year promotes the subject through the notion of food, and we are certain that

this initiative, which will be carried out at various high-end chef's restaurants during October, will be highly beneficial in achieving just that. We also believe that this won't be just a one-time thing but will become a tradition."

"It is very heartwarming to see so many famous chefs willing to participate in such an important campaign," says Michal Ravid, the project manager and creator of the One Dish in Pink concept. "They really stepped up and became full partners in our mission."

Moreover, as part of the global campaign, Estée Lauder Companies launched a new collection called the Pink Ribbon Collection. It includes a limited edition Perfectionist [CP+R] Wrinkle Lifting/Firming Serum with Pink Ribbon Keychain and an Evelyn Lauder and Elizabeth Hurley Dream Lip Collection.