

# LIFESTYLE

★★★★ THE BEVERLY HILLS COURIER ★★★★★

## October Is Breast Cancer Awareness Month: How Will You Help?

By Amanda Peabody

An estimated 192,370 new cases of invasive breast cancer will occur among women in the United States during 2009. Of those, an estimated 40,170 women will die from the disease. To raise awareness for the prevalent disease, October has been designated as breast cancer awareness month.

Breast cancer can affect all women, from African American to Latino, cau-

casian to Asian, all sexual orientations, older and younger, pregnant or nursing. Breast cancer does not discriminate across sex either. It is estimated that 1,910 men will be diagnosed with breast cancer in 2009. Although more rare, it is still a threat as 440 of those diagnosed will die from it.

Many local and national companies have generously donated their time, advertising dollars and profits to promote awareness and prevention, helping all of

us to be more conscientious of our bodies and urging all women, especially if you are over 40, to get yearly mammograms. Getting regular screenings are the best way for women to lower their risk of a fatal diagnosis. It is also important to know your family history and carefully assess your personal risk factors for the disease.

Below you will find a listing of *Courier* tested products and services that keep you looking lovely while using your dol-

lars wisely. Each product will donate a portion of its sales or profits to breast cancer research and aid organizations across the country.

For more information on the disease or ways you can contribute to research and finding a cure, visit the Susan G. Komen for a Cure foundation at [www.5komen.org](http://www.5komen.org) or the Cancer and Careers program at [www.cancerandcareers.org](http://www.cancerandcareers.org).



CC Skye baby pink screw bracelet, \$95, will donate 20 percent of online sales in Oct. to the National Breast Cancer Coalition Fund. To purchase, visit [www.ccskye.com](http://www.ccskye.com).



Luxurious Arcona skin care products, such as the Cancer and Careers cranberry toner, \$32, will benefit the Cancer and Careers program. To purchase, visit [www.beauty.com](http://www.beauty.com).



Developed by a breast cancer survivor, En Pointe Skin Solutions are formulated without any harsh chemicals or parabens that would irritate sensitive skin. Products range from \$32-\$85. A portion of proceeds will benefit the Cancer and Careers program. To purchase, visit [www.empoweryourskin.com](http://www.empoweryourskin.com).

These and other pink ribbon socks from K. Bell, \$12, will donate 10 percent of sales to Pink Ribbon and Susan G. Komen for the Cure. Purchase at [www.lovesocks.com](http://www.lovesocks.com).



Fredericks of Hollywood will donate 20 percent of in-store and online sales from the pink bra, \$30, and boyshort, \$14, to Susan G. Komen for the Cure. Visit [www.fredericks.com](http://www.fredericks.com) for store locations or to purchase.



Kenra's Pink Ribbon volume spray, \$22 for 16 oz., offers super hold in a fast-drying formula. Kenra will also make a \$25,000 donation to the City of Hope. Visit [www.kenra.com](http://www.kenra.com) for store locations or to purchase.

**LISA Korbato**  
for Beverly Hills School Board

**Why I am running for School Board**

"Our City's schools are at a critical crossroads. We must bring civility, fiscal discipline and good executive decision-making back to our district. I am running for School Board with a comprehensive plan to..."

Now, 3rd or by

**Special Section: Luxury Living Pages 24-25**

The **BEVERLY HILLS COURIER**

**PEGGY SIMONS WINS CONTEST, LIBOW 'BEST REAL ESTATE AGENT'**

**Courier Readers Name 5 'Top Agents,' 10 Finalists**

**Readers Choice Award**

**Best Real Estate Agent in Beverly Hills - 2009**

**Michael Libow**

**PREVIEW**

**For Readers' Choice Top 5 And Finalists See Page 9**

**LISA KORBATOV** for Beverly Hills School Board

Lisa is #1 on the ballot Nov. 3rd

Learn more: [www.lisakorbatov.com](http://www.lisakorbatov.com)

Paid for by Lisa [Fisch] Korbato for School Board 2009 Committee ID# 1320424

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**BEST REAL ESTATE AGENT CONTEST**

**New York City Trip Winner... Culver City High Teacher Peggy Simons**

...ology teacher at Culver City High School, Peggy Simons is a product of Beverly Hills, having grown up in the same house she lives in now of North Roxbury Drive. Peggy graduated from El Rodeo and Beverly Hills High School before going to college at Stanford and receiving her PhD in genetics from George Washington University. Peggy originally worked in private industry and set up an allergy and immunology lab at USC. Together with husband Marc Segall, M.D., an ophthalmologist with Pioneer Medical Group in Downey, Peggy has raised three accomplished children, Stephen (age 24), Rachel (age 21), and David (age 18), who all attended El Rodeo & 2 of whom graduated from Beverly Hills High School.