

dehydrated skin, the velvety formula in Hydro-Dynamic Ultimate Moisture is fortified with avocado, sunflower and olive fruit oils, as well as shea butter.

Murad will run additional promotions throughout its various channels during the month of October to raise additional funds for City of Hope. Planned activities include a limited-time "Hydrate for Hope" facial at all Murad Inclusive Health Spa locations throughout the country with a portion of the proceeds going to City of Hope and much more.

Nourish for the Cure With Jessica Buckets Of Hope

• **This year, Jessica has partnered**

with an inspiring organization that focuses on education and support for young women prone to breast and ovarian cancer. In their honor, the company created Buckets of Hope—40 mini Nourish Therapeutic Cuticle Crèmes for salons, spas and distributors. All proceeds from the sale of Buckets of Hope will benefit the Bright Pink organization. Buckets of Hope are available through December 2011 and retail for \$78.



Buckets of Hope feature nail cremes for a good cause, according to the company.

OPI Debuts New Pink Shatter To Support Komen for the Cure

• **OPI will roll out a limited edition Pink Shatter:** Pink of Hearts Nail Lacquer (\$8.50) to support Susan G. Komen for the Cure. The 2011 Pink of Hearts edition will follow in the footsteps of its namesake 2007, 2008, 2009 and 2010 nail lacquers in raising awareness of breast cancer for the fifth year in a row.

Unlike previous shade incarnations, this year's Pink of Hearts Nail Lacquer marks the debut of fan-favorite Shatter coat in OPI's first pink shade.

Each bottle of Pink Shatter: Pink of Hearts has a special



OPI's popular Shatter finish is now available in a fundraising pink hue.

pink-ribbon tag and pink cap wrap to call attention to breast cancer awareness. OPI will also make its annual donation of \$25,000 to Komen for the Cure.

Kenra Professional Partners With The Rapunzel Project

• **Kenra Professional is partnering with The Rapunzel Project,** a non-profit organization dedicated to helping cancer patients keep their hair during chemotherapy through cold cap technology. To help raise awareness this year during September and October for October Breast Cancer Awareness Month, Kenra has dressed up its two best-selling products—Kenra Volume Spray 25 and Kenra Platinum Blow-Dry Spray—in limited edition pink packaging to call awareness to the cause.

As part of the initiative, Kenra Professional is donating an additional \$20,000 to The Rapunzel Project, bringing its total donation to date to \$70,000.

SeneGence International's LipSense Shade To Benefit ABCF

• **SeneGence International, creator of LipSense long-lasting liquid lip color,** SenseCosmetics and SeneDerm Anti-Aging Skin-care, will launch a new LipSense shade, Kiss for a Cause (\$22), to raise money for the American Breast Cancer Foundation (ABCF).



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