

Breast Cancer Awareness

Beating BREAST CANCER

October is Breast Cancer Awareness Month. Check out what some of the industry's leading companies are doing to help win the fight against the disease.

1. The H3000 Deluxe Flat Iron from **HairArt** will be available for a limited time in pink and gray. Ten percent of the net proceeds from the iron will go to the National Breast Cancer Foundation. hairartproducts.com 2. Throughout October, **Essie Cosmetics** will support Living Beyond Breast Cancer (LBBC) by donating 10 percent of the sales profits from its limited-edition Pink is the Link nail color. essie.com 3. Throughout the year, **HollyBeth** will donate 5 percent of all sales profits from its LIVE candle to Susan G. Komen for the Cure. When founder Holly Beth told her mother, who was being treated for breast cancer, that she wanted to name a candle after her, her mother said, "Then name it LIVE because that's what I plan to do." The candle is made from 100-percent eco-friendly soy wax, and is free of petroleum products, synthetic fragrances, boosters or colorants. hollybeth.net 4. Ten percent of all proceeds from the sale of **Joico's** limited-edition Skin Luxe Sweet Pomegranate Body Butter will be donated to support breast cancer research. joico.com 5. In addition to pledging \$25,000 to City of Hope, a leading research and treatment institution for cancer and other life-threatening diseases, **Kenra** will package and sell its best-selling and award-winning Volume Spray 25 in a limited-edition pink can to promote breast cancer research, treatment and education programs. kenra.com 6. **Belson Pro** is selling the Belson Pro 1875-Watt Ultra Lightweight Hair Dryer with tourmaline in pink, and Helen of Troy, Belson's parent company, will donate \$10,000 to the Texas Tech University Breast Cancer Center and \$15,000 to Susan G. Komen for the Cure. belsonproducts.com 7. **Arius Eickert** will donate a portion of the sale of its Simply Pink Shear/Blender Combo to Making Strides Against Breast Cancer, the American Cancer Society's premier event to raise awareness, and funds to fight breast cancer. ariuseickert.com 8. A portion of the sales from the **Andis** Pink Pro Duetto Pivot Motor Combo will be donated to benefit breast cancer research. The combo includes the SpeedMaster clipper and Pivot Pro trimmer, both equipped with a proprietary pivot motor. andis.com 9. **Fromm International's** Pink & Strong collection includes the custom-designed Andre Hairstyling Cape. A percentage of the sales profits will support breast cancer research. frommonline.com 10. **AETÓ Botanica** will donate 10 percent of the sales proceeds from its Clio Benessere Body Wellness Oil to The Libby Ross Foundation. aloffbeauty.com

