



ESTÉE LAUDER COMPANIES
BREAST CANCER CAMPAIGN

The Estée Lauder Companies' 2022 Breast Cancer Campaign Panel

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30 Years of Commitment.

United to Help End Breast Cancer

Introduction by Tanvi Ajmani

- ONE GLOBAL MOVEMENT. CONTINUOUS BREAKTHROUGHS. ENDLESS DETERMINATION.
- Over the last 30 years, the world has changed tremendously. Yet throughout that time, at The Estée Lauder Companies (ELC), one thing has remained constant – **our commitment to help create a more beautiful future for the breast cancer community and beyond**. Thirty years ago, people around the world were dying from breast cancer and knowledge surrounding the disease was limited—there was no Pink Ribbon, research was underfunded, and there was not an understanding of the complexities behind this disease.
- In 1992, Evelyn H. Lauder co-created the Pink Ribbon and launched The Estée Lauder Companies' Breast Cancer Campaign (The Campaign), inspiring a global movement around its mission to help create a breast cancer-free world for all. Just one year later, in 1993, Evelyn Lauder founded the Breast Cancer Research Foundation®(BCRF), The Campaign's leading non-profit organization partner dedicated to advancing the world's most promising research to eradicate breast cancer.
- The Campaign is a true testament to ELC's legacy as a Beauty Inspired, Values Driven company that places people, positive impact, and inclusivity at the heart of everything we do. Together, The Estée Lauder Companies' Breast Cancer Campaign and The Estée Lauder Companies Charitable Foundation have funded more than \$108 million globally for **lifesaving research, education, and medical services, with more than \$86 million funding medical research grants through BCRF.**

Play the ELC Video BCC 2022

Tanvi - Breast Cancer does not have a single story and we have many here with us today. To take this discussion forward I would like to hand over to **Mrs. Devieka S Bhojwani- Vice President, Women's Cancer Initiative – Tata Memorial Hospital**

Devieka Bhojwani to talk about her story and the positive impact of what came out of her struggle with cancer. Some of the key initiatives run by the charity and how she is leading and championing this cause through her continued efforts

- To shed some light on her individual fight

Tanvi: We also have with us Doctor Nita Nair from the Tata Memorial Hospital and will hand over to her to touch on some awareness around breast Cancer, its early detection and eventual prevention

Nita Nair

Incidence of Breast Cancer (Presentation)

- The World's Most Commonly Diagnosed Cancer, the call to end breast cancer is urgent: it continues to be the most commonly diagnosed cancer worldwide.
- Every 15 seconds, somewhere in the world, a woman is diagnosed with breast cancer.
- 1 in 28 Indian women is diagnosed with Breast Cancer, and 80% are presented in the late stages – even though there is an 80% cure rate if detected early
- While breast cancer overwhelmingly affects women, men are also at risk of developing the disease, and a 2019 Vanderbilt University study found that male breast cancer patients had a 19% higher mortality rate than women
- Because breast cancer is perceived as a disease that primarily affects women, men may ignore symptoms, resulting in later-stage diagnoses and potentially worse outcomes. Although overall survival for male breast cancer patients has improved over time, the prognosis for men hasn't advanced as much as it has for women.

Lifestyle & Prevention

- Improving ways to assess risk in young girls with a family history
- Designing personalized weight loss intervention to reduce the risk of breast cancer and breast cancer recurrence
- Studying the impact of lifestyle during puberty on the future risk of breast cancer
- Early signs and detection
- Checkups

Triple Match Campaign on ELC GoodWorks

Pink Ribbon Activity (Tanvi Ajmani)

- **Social hashtag and CTA: #ItsTimeToEndBreastCancer #ELCDonates**



Conclusion and Thank You by Devieka Bhojwani