

# AVON

the company for women

## FACT SHEET

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## AVON'S

### KISS GOODBYE TO BREAST CANCER CAMPAIGN

#### Avon's Kiss Goodbye to Breast Cancer Campaign

- A fund-raising initiative of the Avon Breast Cancer Crusade, the Avon **Kiss Goodbye to Breast Cancer** campaign will raise significant funds and awareness for the breast cancer cause.
- The 2002 'Kiss' campaign will make its Malaysian debut in August and 47 countries world-wide in September.
- The 'Kiss' campaign's global mission is to fund access to care and finding a cure for breast cancer. The programme support five critical areas of the breast cancer cause:
  1. Medical Research
  2. Clinical care
  3. Support services
  4. Education
  5. Early detection programmes nation-wide

These critical areas will have a special focus on medically underserved women, including minorities, elderly, disadvantaged and under- or uninsured women.

In Malaysia, proceeds will be channelled to Putrajaya Hospital at Putrajaya and a portion will be allocated for mammogram subsidies for underserved women.

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## Avon's Kiss Goodbye to Breast Cancer Lipstick Collection

- The Avon **Kiss Goodbye to Breast Cancer** Lipstick collection will be available beginning in August through Avon Dealers and Avon Beauty Boutiques nation-wide or by calling the Avon Hotline at 03-7958 5200.
- The Lipsticks are affordably priced at just **RM16.90 (Sabah & Sarawak RM19.45)** and RM1.00 from every lipstick purchased will be donated to support the Breast Cancer Fund. This allows everyone to be able to make a purchase and help spreading the news on better breast health.
  1. The Lipstick is made from Avon's best selling Ultra Color Rich Renewable formula and is available in 5 shades: *Crusade Pink, Strength, Faithful Heart, Inspirational Life and Triumph.*
  2. Each lipstick purchase comes with the Avon *Guide to Better Breast Health* which contains vital information on breast cancer, early detection, medical and support resources and a glossary of terms. The Guide is available in English and Bahasa Malaysia.

## Countries/Regions Participating in Avon's Kiss Goodbye to Breast Cancer Campaign

- The **Kiss Goodbye to Breast Cancer** campaign touches the lives of people around the globe operating in 47 countries /regions, including:

Argentina	Honduras	Poland
Australia	Hong Kong	Portugal
Bolivia	Hungary	Puerto Rico
Brazil	India	Romania
Canada	Indonesia	Russia
Central America	Italy	Singapore
Chile	Japan	Slovak
China	Korea	South Africa
Czech	Malaysia	Spain
Dominican Republic	Mexico	Taiwan
Ecuador	Morocco	Thailand
El Salvador	New Zealand	United Kingdom
France	Nicaragua	United States
Germany	Panama	Ukraine
Greece	Peru	Uruguay
Guatemala	Philippines	Venezuela

### Avon's Kiss Goodbye to Breast Cancer Launch

- The Avon **Kiss Goodbye to Breast Cancer** Launch will be held on **Monday 26 August 2002** in conjunction with National Women's Day which falls on 25 August 2002, an important day for Malaysian women. The campaign activities like our fund-raising efforts, creating awareness on early detection and the dangers of breast cancer will be announced to the public.

### Avon's Kiss Goodbye to Breast Cancer Day of Commitment

- The Avon **Kiss Goodbye to Breast Cancer** Day of Commitment will take place on 17 September 2002. This day symbolises the commitment from Avon Associates and Dealers to the breast cancer cause. On this day, these Avon fund-raisers will hit the streets in small towns and big cities all over the world to reach millions of people and raise millions for breast cancer.

### Public Service Announcement Campaign

- Avon Malaysia is creating a print public service announcement (PSA) campaign to drive the breast cancer education and early detection message world-wide. This awareness posters will support the fund-raising initiative with placements at Sentral Station and PUTRA stations.

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