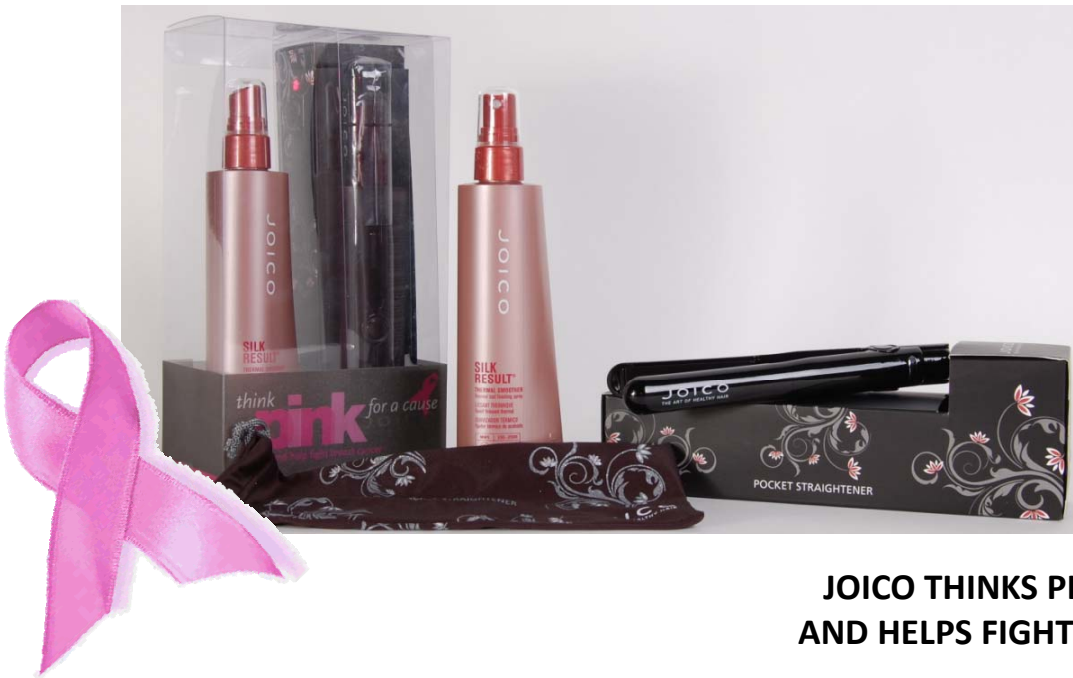


**FOR IMMEDIATE RELEASE**

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**JOICO THINKS PINK FOR A CAUSE  
AND HELPS FIGHT BREAST CANCER**

In more and more areas all over the world, the month of October is the time to unite everybody in the fight against breast cancer.

We are all aware of the impact cancer has on one's life. It is estimated that around one in every nine women will develop breast cancer during her lifetime, making it the most common type of cancer to affect women in the Western world. On a global level, more than 700,000 women are diagnosed with breast cancer every year. Overall, this disease accounts for a tenth of all new cancers and a fifth of all female cancer cases.

Breast cancer, however, is not a disease that exclusively affects women; men can develop breast cancer as well. Although men have less breast tissue than women, they also have breast tissue that can undergo cancerous changes. Male breast cancer is most common in men ages 60-70.

To draw more attention to this terrible disease, Estée Lauder USA started using the Pink Ribbon as a symbol in 1992. Nowadays, the Pink Ribbon is the symbol for breast health worldwide.

The past 2 years, Joico contributed to the fight against breast cancer. This year, Joico wants to help fight breast cancer again and will donate the majority of the proceeds of **The Perfect Match** – a combination of the Joico Silk Result Straight Smoother and a pocket straightener – to a breast cancer foundation!

For Europe, the Middle East and Africa, we have chosen to donate to a specific research that focuses on fertility preservation of breast cancer patients.

With the development of new treatment modalities, the survival of breast cancer patients has increased significantly over the past decade. As a consequence of this progress, the quality of life after treatment is becoming an increasingly important issue. The ability to have children after recovery from breast cancer, is an important criterion for many patients for the quality of their lives.

Since chemotherapy has a harmful effect on fertility, it is of great importance for many women that techniques will be developed to ensure that they will keep their fertility, even after treatment. Therefore, the possibility of freezing ovarian cortical strips of breast cancer patients before they will undergo the first treatment will be investigated. If it is possible to further develop this technique, then the chance of having children even after treatment will exist.



#### **Objectives of the Pink Ribbon Foundation**

Pink Ribbon Foundation is a Dutch fundraising foundation with the objective to draw attention to breast cancer. Its goal is to decrease the cases of breast cancer, to promote early diagnosis and to improve the care given to breast cancer patients and their environs.

The Pink Ribbon Foundation realises its goals by:

- Improving the awareness of the risks of getting breast cancer by giving education and information;
- Financing psycho-social and social projects that improve the care and well-being of breast cancer patients and their environs;
- And financing innovative scientific research focused on preventing and early tracing of breast cancer.

For more information, please visit [www.pinkribbon.nl](http://www.pinkribbon.nl)

*Our mission to do business is usually to develop products for hairstylists and consumers.  
For this project, we focused on how we could help fight a terrible disease that can take lives.  
Breast cancer can affect loved ones and may have already had an impact on your life.  
Let's all contribute to the battle against breast cancer*

*Joico's contributions go all over the world, from Joico USA donating to the City of Hope for the American market, to Joico International donating to the Australia Breast Cancer Organization and to Joico Europe and its European distributors donating to the Pink Ribbon Foundation.*

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