



REVLON

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NEW YORK

Revlon Celebrates Continued Contribution to Eradicate Breast Cancer for Good

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Industry Influencers Come Together to Support the Revlon Women's Health Mission and Honor Dr. Dennis J. Slamon's Work at the Revlon/UCLA Women's Cancer Research Program

NEW YORK--(BUSINESS WIRE)--Sep. 29, 2016-- Revlon is proud to announce that it has made a \$1 million donation to the Revlon/UCLA Women's Cancer Research Program to continue their groundbreaking research in hope to eradicate cancer for good. The donation was made by Revlon Chairman Ronald O. Perelman and Revlon CEO Fabian Garcia at their annual philanthropic luncheon in support of the Revlon's Women Health Mission on Tuesday, September 27th in Los Angeles, bringing Revlon's total contribution to the program to over \$50 million, and their cumulative commitment to over \$150 million.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160929005335/en/>



Revlon Chairman Ronald O. Perelman, Dr. Dennis J. Slamon and Revlon CEO Fabian Garcia attend Revlon's Annual Philanthropic Luncheon in support of the Revlon Women's Health Mission and to honor the achievements of Dr. Dennis J. Slamon in Los Angeles. (Photo: Business Wire)

The luncheon honored Dr. Dennis J. Slamon, M.D., Ph.D., and Director of the Revlon/UCLA Women's Cancer Research Program at UCLA's Jonsson Comprehensive Cancer Center, for his outstanding achievements in cancer research, and was co-hosted by Rashida Jones, Peggy Lipton, Cassandra Grey, Barbara Schumsky, Kelly Meyer, Jennifer Meyer, Sarah Meyer, Carson Meyer, Shelli Azoff and Allison Azoff Statter. Attendees included Revlon Global Brand Ambassador Halle Berry and Almay Global Brand Ambassador Elaine Irwin, along with Ciara, Courtney Cox, Cindy Crawford, Melanie Griffith, Julianne Hough, Jennifer Hudson and Anjelica Huston among others.

"Over the past 25 years, I am proud to say that Dr. Slamon and the Revlon Women's Cancer Program have developed therapeutics, which are now suitable to target and treat over 80% of breast cancers," said Ronald O. Perelman, Chairman of Revlon. "Only last year, the FDA designated Dr. Slamon's latest development, Ibrance, 'a breakthrough therapy,' and fast-tracked its release to start saving the lives of women. This drug alone has the power to help over 60% of

women affected by breast cancer."

Dr. Slamon has recognized that targeted therapies specific to a given molecular alteration, like Herceptin for HER2 and Ibrance for cdk-4/6, may be equally effective against the same mutations and/or proteins across a variety of disease sites. Similarly, Ibrance shows promise against several different malignancies, including ovarian cancer and some types of sarcoma.

"Until recently, significant advances in cancer research were relatively rare and took more than 17 years to move from the laboratory to the clinic where they can impact patients," said Margaret Steele, Executive Director at UCLA's Jonsson Cancer Center Foundation. "Innovations in technology and refinements in our understanding of defined molecular subtypes of cancer have reduced the timeframe for developing a new cancer treatment to as little as five years, making this a particularly exciting time to invest in scientific efforts that could improve the lives of patients faster than ever before. We are profoundly grateful for Revlon's continued partnership in this life-changing work," added Ms. Steele.

Kara Dolce, breast cancer survivor and founder of [Fighting Pretty](#), spoke at the luncheon about her personal battle with breast cancer. After being diagnosed at the young age of 26 with stage 3 breast cancer, she went on to have a double mastectomy, chemotherapy, radiation, fertility treatments (egg retrieval), and 1 year of Herceptin treatments. Thanks to Dr. Slamon's groundbreaking research, Kara is now cancer free and committed to

inspiring women of all ages, battling any type of cancer, to feel strong and beautiful through her non-profit, Fighting Pretty. Plus, she is employed by the OHSU Knight Cancer Institute in Portland, Oregon to educate patients about cancer research and local cancer care. In an effort to support Kara's organization, Revlon will be donating products to Fighting Pretty's Pretty Packages that are sent to women undergoing treatment for a beauty "pick me up."

New York City artist Curtis Kulig, who first gained notoriety with his signature 'Love Me' manifesto, offered his support at the luncheon by creating a one-of-a-kind painting entitled, *Love, Love Love*, inspired by the Revlon Women's Health Mission and the work of Dr. Slamon. This unique work will be available for bidding online starting October 25th on Paddle8.com with all proceeds going to the Revlon/UCLA Breast Cancer Center.

Revlon also announced that their 2nd annual [Revlon LOVE IS ON Million Dollar Challenge](#) crowd-funding competition began earlier this month. The Challenge was created to generate donations for charities dedicated to women's health issues and empower organizations that are making a real difference in women's lives. The 6-week online fundraising competition lives on CrowdRise.com and runs through October 26th. The organization that raises the most money will win a \$1 million donation from Revlon. With over 150 charities signed up from 18 different women's health causes, the Challenge has already raised over \$1 million to date.

"The Million Dollar Challenge and today's check presentation to Dr. Slamon are demonstrations of Revlon's long-standing commitment to women's progress and health related issues," said Fabian Garcia, President and CEO of Revlon. "We are proud to support Dr. Slamon and his pioneering research that has benefited the health and well-being of millions of women around the world."

About Revlon, Inc.

Revlon has developed a long-standing reputation as a color authority and beauty trendsetter in the world of color cosmetics and hair care. Since its breakthrough launch of the first opaque nail enamel in 1932, Revlon has provided consumers with high quality product innovation, performance and sophisticated glamour. In 2016, Revlon acquired the iconic Elizabeth Arden® portfolio of brands, including its leading designer, heritage and celebrity fragrances. Today, Revlon's diversified portfolio of brands is sold in more than 130 countries around the world in most retail distribution channels, including mass, salon and prestige. Revlon ranks among the top 20 global beauty companies, with product offerings in color cosmetics, skincare, hair care and fragrances under brands such as Revlon, Elizabeth Arden, Revlon ColorSilk, Revlon Professional, American Crew, Almay, Cutex, Elizabeth Taylor, Britney Spears, Juicy Couture, Curve, John Varvatos and Christina Aguilera. Please visit <http://www.revlon.com> for the latest news and information about Revlon and its brands.

About Revlon Women's Health Mission

Revlon is proudly committed to supporting women's health. Over the last 25 years, Revlon, and its chairman, Ronald O. Perelman, have donated over \$150 million to women's health causes. As a longstanding supporter of women's health, their combined contributions have benefited an array of causes to eradicate women's cancers, improve reproductive and pre-natal medicine, support victims of domestic violence, and combat women's heart disease.

About UCLA's Jonsson Comprehensive Cancer Center

UCLA's Jonsson Comprehensive Cancer Center has more than 450 researchers and clinicians engaged in disease research, prevention, detection, control, treatment and education. One of the nation's largest comprehensive cancer centers, the Jonsson Cancer Center is dedicated to promoting research and translating basic science into leading-edge clinical studies. In July 2014, the Jonsson Cancer Center was named among the top 10 cancer centers nationwide by U.S. News & World Report, a ranking it has held for 14 years. To learn more about the center, visit its web site at <http://www.cancer.ucla.edu>.

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