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Beauty Stop

**Breast cancer awareness: Pink may be in style, but who sees the profits?**

By Carolyn Brundage, tbt\* columnist

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Each October, as the nation focuses on Breast Cancer Awareness, more and more companies launch products that promise to give back to the cause. But pay close attention, because whether that product in your hand is packaged in pink, or the company is claiming that "proceeds" benefit the cause, you'll need to do the math to determine which items are really pink at heart.

Diptyque's luxury candle collection aims to do more than just put you in the mood. The Parisian company's collection of personal and home perfumery is highly regarded for its rich scents and chic trappings.

This month, Diptyque shows its true color — pink — by donating \$13.60 from the sale of each Pink Roses candle purchased at beautyhabit.com to The Pink Agenda, an organization of young professionals committed to raising money for the Breast Cancer Research Foundation. The scent, an intoxicating mix of rose petals and geranium leaves, is unabashedly romantic and each candle burns for up to 60 hours.

Retailing at about \$200 and up, Coach's Fall 2009 "Poppy" collection has been touted as a budget-friendly, but it's the life-saving deal on Coach's Pave Heart KeyFob that caught my eye. Throughout October, Coach is donating 20 percent of the retail proceeds from this product to the Breast Cancer Research Foundation, an organization dedicated to preventing breast cancer and finding a cure in our lifetime. Most impressively, according to the bcrfcure.org, Coach has donated \$2,098,328 to the Breast Cancer Research Foundation since beginning this partnership in 2002.

Skyn ICELAND donates \$5 from each Detox Kit sold during October to Gilda's Club, so named in honor of SNL comedian Gilda Radner, who died of ovarian cancer. Made for stressed skin, this compact kit includes four of skyn ICELAND's top products: Glacial Face Wash, Arctic Face Mist, the Antidote Quenching Daily Lotion and Oxygen Infusion Night Cream. The collection is free of parabens, petroleum and sulfates, as well as being 100 percent vegetarian; \$45 at skyniceland.com.

— Carolyn Brundage is the founder of tampabay.prettypcity.com, a guide to all that is hip and happening in local beauty. Need beauty advice? E-mail her at carolyn@prettypcity.com.

**A cause to celebrate**

Each October my Web site, prettypcity.com, raises awareness and funds for breast cancer with a campaign called Pretty in Pink. Local spas, salons and med spas offer deeply discounted services — just \$31 each — for the 31 days of October. This year, Tampa area spas and salons are offering massages, facials, pedicures and more for just \$31 to benefit Bright Pink, a nonprofit organization that provides education and support to young women who are at high risk for breast and ovarian cancer. Participating spas and salons pay a fee to participate in the Pretty in Pink campaign, and 100 percent of the money collected is donated to Bright Pink. Last year's campaign raised \$20,000. You can also support Bright Pink, and your designer shopping addiction, by logging on to luxgoddess.com, a shopping site that offers discounts on designer duds as well as online coupons. Plus, luxgoddess.com supports the fight against breast and ovarian cancer year-round by donating 10 percent of all proceeds to organizations such as Bright Pink. — Carolyn Brundage

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