

Add Pink Power to your Purchases during October

by Sharon Mosley

It's October and time to think pink. Start shopping for holiday gifts now and support breast cancer research by buying fashion merchandise that's in the pink. You can take a shower for the cure, tell time for the cure, get curls for the cure or hide from the rain for a cure. Just look for the pink ribbon at a store near you.

SPECIAL EFFORT - You can support breast cancer research in October by buying fashion products made by companies who contribute part of their profits to research. One of the participating companies, Nautica, has a limited edition line of pink collection products such as women's sleepwear, watches and umbrellas. CNS Photo courtesy of Nautica. For more information call The Breast Cancer Research Foundation, 866-FIND-A-CURE, or visit www.BCRFcure.org.

Here are a few ideas to put on your pink shopping list:

Ouidad - One of the best ways to spend your money: Ouidad, who has a successful line of hair products and is a cancer survivor herself, introduces Curls for a Cure \$100K Initiative, in which her company matches every donation that its clients make to The Breast Cancer Research Foundation, up to \$50,000. Visit www.Ouidad.com to check it out.

Philosophy - Another inspirational company that has raised \$1.4 million in the past five years for women's cancers of all kinds. Suds up with its Shower for the Cure pink ribbon shower gel and get an extra touch of philosophical boost to your body and spirit by reading the poem on the back. It was written by the company founder, Cristina Carlino. Check out www.Philosophy.com.

Bath & Body Works - Here's a great gift for any woman: In Touch, a breast self-exam glove, has a new smoother design. It comes with detailed instructions in English and Spanish, a monthly reminder calendar and a travel satchel. The glove retails for \$9 and should be available at all Bath & Body Works stores nationwide and at www.BathandBodyWorks.com in October.

Bumble & Bumble - Besides offering one of the best collections of hair products around, Bumble & Bumble is donating a portion of the price of its classic hair spray to The Breast Cancer Research Foundation. Visit www.BumbleandBumble.com.

Estee Lauder - This wonderful fashion icon was the genius behind The Breast Cancer Research Foundation, so of course when you buy one of her shiny gold pink-ribbon compacts, you'll be contributing toward a donation of \$80,000. There are also plenty of other ways this cosmetic giant has ways to give to cancer research, such as by buying Bobbi Brown's Pink Bouquet Shimmer Lip Gloss, Jo Malone's Red Roses Cologne, Sean Jean's Unforgivable Eau de Toilette Spray and Tommy Hilfiger's Tommy 10 and Tommy Girl 10. For more information visit www.EsteeLauder.com.

California Baby - A little spritz of this company's all-natural "I Love You Spritzer Aromatherapy" is the perfect way to support the California Breast Cancer Research Center and give those babies a little breath of scented sweetness. It's available at Whole Foods stores or at www.CaliforniaBaby.com.

Target - Scope out all the pink "specials" on products throughout Targets nationwide all during the month of October. The store plans to make a \$300,000 contribution to BCRF. Visit www.Target.com.

More fashionable ways to think pink:

Â§ Keds black corduroy sneakers with pink lining. (www.Keds.com)

Â§ Anne Klein's pink cashmere sweater. (At Neiman Marcus stores and www.NeimanMarcus.com.)

Â§ Coach's pink key chain with pink crystals. (www.Coach.com)

Â§ The Sak's pink ribbon "Garbo" purse. (At Macy's and www.TheSak.com)

Â§ Baccarat's Eclipse pink crystal pendant. (At Baccarat boutiques nationwide)

Â§ Cartier's Roadster Watches for him and her with pink dials. (At Tourneau stores)

Â§ Carolee Breast Cancer Awareness jewelry collection. (At Bloomingdale's, www.Nordstrom.com, www.Dillards.com and www.Carolee.com)

Â§ Van Cleef & Arpels pink Alhambra pendant. (At Van Cleef & Arpels)

Â§ Giella refillable compact decorated with Swarovski crystals. (www.Giella.com) Sharon Mosley is a former fashion editor of the Arkansas Gazette in Little Rock and executive director of the Fashion Editors and Reporters Association. Â© Copley News Service

Add Pink Power to your Purchases during October by Sharon Mosley