

INSIDE!

Incredibles fun.
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All tied up in ribbon

Pink dominates the store shelves in October – Breast Cancer Awareness Month

► **Tees somebody**

Oscar de la Renta designed this year's Key to the Cure limited-edition T-shirt for Saks Fifth Avenue. The long-sleeved white tops with a tied pink ribbon are expected next week, said Jessica Penner at Saks in Utica Square, adding that quantities will be very limited. The tops are \$35, with \$31 going directly to the Entertainment Industry Foundation's Women's Cancer Research Fund.



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World Scene Writer

Pink is becoming October's unofficial color.

Friday starts National Breast Cancer Awareness Month, the well-known logo for which is a pink ribbon. Each year, more and more companies, stores and designers offer pink ribbon-related products that not only raise awareness of cancer but raise money for the cause, too.

We rounded up a few of them here – and we'll have more to share throughout the month.

◀ **Screen time**

Artemis Woman, a women's wellness line of 26 products, donates 2 percent of its profits to support alternative screenings for women's cancers. At age 30, co-founder Lisa Kable was diagnosed with breast cancer but made a full recovery. Among her product line is the Artemis Heel Smoother (\$29.99), which exfoliates dry, cracked and calloused skin on the feet. Artemis Woman products can be found at mass-market retailers nationwide, including Wal-Mart, Target and Ulta.



▲ **Ink pink**

Cross, the famed maker of writing instruments and accessories, has designed a breast cancer awareness pen to raise funds for the Susan G. Komen Breast Cancer Foundation. This slender, pearlescent pink ballpoint is in the Cross Century Colors series, featuring a pink ribbon emblem on its clip and polished chrome-plated appointments. The pen is \$45. Ten percent of every one sold through Oct. 31 will be donated to the foundation, with a minimum donation of \$10,000. As with all its writing instruments, Cross offers a lifetime mechanical guarantee. Elephant Trunk will be receiving the pens any day now, so call 749-1436 for more information.



▲ **Kneadful thing**

The Mini Massage-on-the-Go by HoMedics is a convenient, battery-operated, hand-held massager featuring three gel massage heads, plus a molded grip for easy handling. This limited-edition product (\$9.99) is available exclusively at Linens N Things, which is joining HoMedics in donating \$100,000 from the item's proceeds to the Breast Cancer Research Foundation.



◀ **Pout for a cause**

Origins will donate \$2 from the purchase price of its Flower Fusion Hydrating lip color (\$15) in support of its \$34,000 donation to the Breast Cancer Research Foundation. This long-wearing lip color is blended with a rich variety of floral waxes, such as jasmine, lavender and orange blossom, along with botanical waxes for a creamy cushion of color that protects your pout. Flower Fusion (\$15) can be found in 24 shades at the Origins store in Woodland Hills Mall, as well as Origins counters in Dillard's.



► **Smells pink**

Shania by Stetson is thinking pink with a special, limited-edition bottle. The fragrance is offered in a soft-pink curvaceous glass with a deep-pink cap, tucked inside a bright pink and gold box bearing the inspiring pink ribbon of hope. The scent's top notes include grapefruit, mandarin, nectarine, dewy greens, red berries, star fruit, red currant and pomegranate; middle notes of wild prairie rose, vivid freesia and country honeysuckle, jasmine, tagette, osmanthus and magnolia; and base notes of musk, sandalwood, patchouli and white amber. This version of Shania by Stetson (about \$16) will be available in October at drugstores and mass retailers nationwide. The company is making a donation to the National Breast Cancer Foundation.

