



## daily GOOD

Beauty is life when life unveils her holy face.  
But you are life and you are the veil.  
Beauty is eternity gazing at itself in a mirror.  
But you are eternity and you are the mirror. --Kahlil Gibran

### **The Woman Behind The Pink Ribbon**

Today, many recognize the pink ribbon as a symbol of the fight against breast cancer. Many will also recognize the last name of the woman behind this symbol. For more than a decade now, Evelyn Lauder (daughter-in-law of cosmetic giant, Estee Lauder) has been dedicated to helping find a cure for breast cancer and raising awareness of the disease. As an executive of the Estee Lauder Companies -- one of the world's biggest cosmetics manufacturers -- Lauder has always helped women look their best. But after her own brush with cancer made her aware that approximately 40,000 women die of breast cancer each year, she also wanted to help women feel their best. So in 1993, Lauder founded the Breast Cancer Research Foundation, which has since then raised over \$70 million for genetic and clinical research on breast cancer.

### **Be The Change:**

Watch this thought-provoking video by Dove that explores the concept of beauty and how it often gets distorted in today's world. What does "Real Beauty" mean to you? Share your reflections here.