



## REVITALASH® COSMETICS

### **RevitaLash® Cosmetics Builds on Breast Cancer Awareness Efforts with Global Campaign**

*Annual Commitment to Pink Program in Honor of Late Co-Founder*

**Ventura, CA, September 23<sup>rd</sup>, 2019** — Proudly supporting its year-round commitment to breast cancer awareness, **RevitaLash® Cosmetics** has re-introduced its annual Pink Program, beginning October 1st, 2019, and continuing through October. In celebration of BCA, the limited-edition offerings will consist of the award-winning RevitaLash® Advanced (3.5mL/2.0mL) and RevitaBrow® Advanced (3.0 mL) housed in premium, celebratory, pink sleeves.

Through this campaign, **RevitaLash Cosmetics Founder and CEO, Michael Brinkenhoff, M.D.**, honors and carries on the legacy of his late wife, Gayle, who was diagnosed with metastatic breast cancer at 32, and for whom the company was founded. RevitaLash Cosmetics donates a portion of the proceeds from product sales year-round.

“The RevitaLash Cosmetics family sees Breast Cancer Awareness as an evergreen cause. We have always strived to educate and support this community year-round. We are proud and honored to launch our Pink Program for 2019, continuing our company-wide effort for a cause that is so near and dear to our hearts,” says Dr. Brinkenhoff.

This year, RevitaLash Cosmetics is expanding their philanthropic footprint supporting the brand’s 24/7/365 Global search for a cure to women’s cancers. From now through October 2019, the brand will donate \$2 from each sale of product within their Pink Program to various breast cancer charities globally, up to a maximum of \$50,000.

Additionally, during October, the brand will execute their 4<sup>th</sup> annual One4One campaign, which has had a 22% donation growth each year since inception. With the purchase of any lash or brow conditioner on [revitalash.com](http://revitalash.com), the brand will donate a RevitaBrow Advanced (3.0mL) to **City of Hope’s Positive Image Center**, up to 1,600 units.

The limited-edition offers are available on shelves in select spas, salons and specialty retailers and online at [revitalash.com](http://revitalash.com), beginning October 1<sup>st</sup>.

#### **About RevitaLash Cosmetics**

RevitaLash Cosmetics is a worldwide leader in advanced lash, brow and hair beautification products. Established in 2006, the collection includes award-winning RevitaLash® Advanced Eyelash Conditioner and RevitaBrow® Advanced Eyebrow Conditioner, and is available in over 10,000 physician’s offices, spas, salons, and specialty retailers in over 50 countries. A supporter of non-profit breast cancer initiatives, RevitaLash Cosmetics donates a portion of proceeds to research and education initiatives, giving back to the breast cancer community year-round, not just in October. For information, visit [www.revitalash.com](http://www.revitalash.com). [RevitaLash Advanced is not available in California]