



REVITALASH®
COSMETICS

RevitaLash® Cosmetics Continues its Dedication to Cancer Patients Through Support of the Cold Cap Program at Ridley-Tree Cancer Center

Ventura, CA – February 20, 2024 – RevitaLash® Cosmetics, a leading beauty brand committed to supporting breast cancer research, proudly announces its ongoing commitment to the Cold Cap Program through Ridley-Tree Cancer Center and UCLA Medical Center in Santa Barbara. RevitaLash® Cosmetics has pledged a two-year, \$100,000 grant to the program in partnership with the Cancer Foundation of Santa Barbara. This initiative aims to provide vital support to cancer patients undergoing chemotherapy treatment.

The grant enables the program to offer specialized scalp-cooling caps to eligible cancer patients, helping them retain their hair during chemotherapy. The innovative Paxman system, renowned globally for its effectiveness, has assisted over 100,000 patients in more than 50 countries.

The initiative is the latest in RevitaLash® Cosmetics' ongoing efforts to support breast cancer treatment, research, and education, a philanthropic mission that is part of the brand's DNA. RevitaLash® Cosmetics began in 2006 with just one product, the original eyelash conditioner created by founder Michael Brinkenhoff, M.D. to help his wife Gayle feel beautiful during her brave fight against breast cancer. To honor Gayle's courage and strength, the brand has remained dedicated to their Eternally Pink® pledge to give back to breast cancer initiatives year-round, not just in October.

"We believe in the transformative power of programs like the Cold Cap Program and the work being done at the Ridley-Tree Cancer Center," said Dariel Sidney, Vice President of Philanthropy and daughter of Gayle Brinkenhoff. "It is about more than hair; it's about preserving a patient's self-image and identity during a challenging time. RevitaLash Cosmetics is committed to supporting initiatives that positively impact the lives of cancer patients, and we're proud to be making a real difference."

The Cold Cap system, designed for use during chemotherapy, protects hair follicles, helping to prevent hair loss on the head. Ridley-Tree staff are trained to assist patients in wearing the cap and activating the cooling system. While currently accommodating a limited number of patients, the Cold Cap Program aspires to expand its reach with increased funding. Patients interested in learning more about the program are encouraged to consult their medical oncologists.

RevitaLash® Cosmetics remains steadfast in its commitment to making a direct impact on the fight against breast cancer, with over \$4 million in support, products, and funding donated since 2018.

[About RevitaLash® Cosmetics](#)



REVITALASH® COSMETICS

Revitalash® Cosmetics is a worldwide leader in developing 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 physician's offices, spas, salons, and specialty retailers across 70+ 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.

About Ridley-Tree Cancer Center

Ridley-Tree Cancer Center has been at the forefront of comprehensive outpatient cancer care on the central coast of California for more than 70 years. They have the expertise and technology of an academic center complemented by a personalized approach to care. Ridley-Tree Cancer Center's team of highly trained and compassionate physicians and staff care for patients with the most advanced surgical, medical and radiation oncology treatments. Through the use of cutting-edge technology, global clinical trials, and research-based supportive care and wellness programs, they provide their patients with every opportunity for successful treatment and recovery.

About the Cancer Foundation of Santa Barbara

The Cancer Foundation of Santa Barbara was founded in 1949 on a promise—a promise that continues today—to provide the highest quality of cancer care to everyone in the Santa Barbara community, regardless of means and where they receive treatment. The generous support of patients, foundations, and the community together with the steadfast vision, leadership, and commitment of the Foundation's Board of Trustees ensures superior cancer care is available close to home. The Cancer Foundation provides significant philanthropic support to the Ridley-Tree Cancer Center in addition to awarding grants for cancer-related programs in Santa Barbara County. To learn more, visit the Cancer Foundation of Santa Barbara at www.cfsb.org.