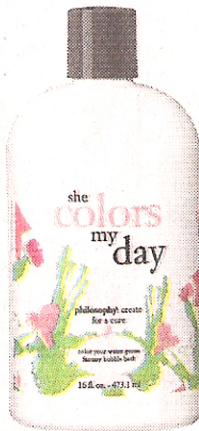


# Buy with an eye to the cure

There's a bonanza of blush in October in honor of Breast Cancer Awareness month — and a pile of products to help raise cash for a cure. "You might buy something anyway, so why not buy it when the money goes to a good cause?" says Evelyn Lauder, vice president of Estée Lauder and founder of the Breast Cancer Research Foundation. USA TODAY's **Donna Freydkin** shows you how to think pink and raise green.

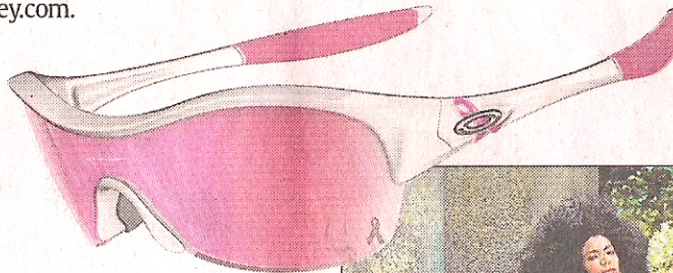
## Philosophy's She Colors My Day shower gel

Philosophy's adorable She Colors My Day shower gel smells yummy, and 100% of the proceeds go to the Women's Cancer Research Fund. \$20 at philosophy.com.



## Oakley sunglasses

Oakley's Ravishing sunglasses not only protect your orbs but also help the Young Survival Coalition — \$20 from each pair sold goes to the organization. \$140 at oakley.com.



## Fashion

### Claudia Endler long bar pendant

Each time you buy a long bar pendant from Claudia Endler Designs, half the proceeds will go to the Young Survivor Coalition. \$225-\$1,400 at claudiaendler.com.



### Karl Lagerfeld T-shirt

Leave it to Karl Lagerfeld to make charity fabulous with his striking, limited-edition T-shirt. \$35 from the purchase of each top benefits the Women's Cancer Research Fund. \$40 at saks.com.



### A bevy of bridal gowns

Brides can choose from 21

### Coach keychain

Classic accessories purveyor Coach has a colorful key fob, and 20% of the retail price goes to BCRF. \$58 at coach.com.



### Celebs have their pink ducks in a row

- **Sheryl Crow**, a breast cancer survivor herself, is raising money through Bootheel Trading Co., her new denim clothing line available at Dillard's and other department stores. This month, 10% of proceeds will go to Revlon/UCLA Breast Center and the Revlon/UCLA Women's Cancer Research Program.
- **Ellen DeGeneres**, who will have breast cancer survivors Christina Applegate and Sheryl Crow on her talk show Friday (check listings), has a link on her website (ellen.warnerbros.com) where fans can donate to the Ellen for the Cure campaign. All proceeds will go to Susan G. Komen for the Cure. The site also features a link to buy products with the "Laugh, Dance, Cure" logo. A minimum of 30% of the price of each item will also go to the Ellen for the Cure project.
- **Julianne Moore**, Courteney