



## Going Glam Could Change The World

(NAPSA)—For two best friends, the best way to celebrate a victory over breast cancer was to launch a new product during Breast Cancer Awareness Month and donate a percentage of the proceeds to finding a cure.

Jerrod Blandino, founder of Too Faced Cosmetics, and Betsy Olum, senior vice president of Sephora, have been “best buds” from the day they met. So when Olum was recovering from breast cancer surgery and asked Blandino to bring back her favorite discontinued Too Faced eye shadow, *Heiress*, Blandino hap-



**Proceeds from an eye shadow duo and pop-up brush will benefit breast cancer research.**

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pily obliged. He even worked with Olum to develop a limited-edition eye shadow duo, renamed *Betsy Baby*, in honor of her battle with breast cancer.

In addition, Sephora has created a pink ribbon pop-up brush for October. For each \$17 Betsy Baby purchase, \$9 will be donated to the Breast Cancer Research Foundation; for each \$8 brush, \$1 will be donated.

Both the Too Faced Betsy Baby Eye Shadow and the Sephora pop-up brush are available during October at Sephora stores and on [www.sephora.com](http://www.sephora.com).