

Beat: Health

## LANCÔME AND ST. JUDE PARTNER TO CREATE MOMENTS OF HAPPINESS

### A BRAND DEVOTED TO - LA VIE EST BELLE

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**USPA NEWS** - Lancôme, a brand devoted to "la vie est belle", is expanding its commitment to St. Jude to bring moments of happiness to patients and their families by supporting the cause in a bigger way than ever before. For the past five years, Lancôme has partnered with St. Jude through various fundraising...

Lancôme, a brand devoted to "la vie est belle", is expanding its commitment to St. Jude to bring moments of happiness to patients and their families by supporting the cause in a bigger way than ever before. For the past five years, Lancôme has partnered with St. Jude through various fundraising efforts and is now elevating and expanding their support. The Moments of Happiness campaign will begin this month and will include regional in-store events with celebrity makeup artist Mickey Williams, an interactive social media "hand heart" campaign and nationwide fundraising efforts that will benefit St. Jude throughout the year.

From October 18th to October 24th, the brand will donate \$1 directly to St. Jude for every transaction made on Lancôme-usa.com and at counters nationwide. This includes bestsellers such as La Vie Est Belle, a fragrance collection that embodies happiness, and two products known for award winning innovation - Definicils Mascara and the Genifique skincare collection. A limited-edition bracelet will also be offered at counters for incremental donations.

Specific retail partners are also supporting the cause. From October 16th through October 24th, Lancôme and Dillard's will donate \$2 of every transaction to support research and treatment at St. Jude Children's Research Hospital. HSN will also be featuring the campaign during the brand's scheduled appearances on October 24th and 25th.

Source : Lancôme

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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#### Editorial program service of General News Agency:

United Press Association, Inc.

3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)