



## **SUSAN G. KOMEN FOR THE CURE® STATEMENT ON “PROMISE ME” PERFUME INGREDIENTS**

**DALLAS – October 14, 2011** – Susan G. Komen for the Cure®, the world’s leading breast cancer organization, issued the following statement today regarding questions raised about ingredients in *Promise Me* perfume.

“Our primary concern is always the safety and well-being of the women and men facing breast cancer. The products involved in our cause marketing programs are subject to review by our medical and scientific affairs team. The ingredient lists as supplied by our corporate partners are reviewed in accordance with the latest evidence-based research and applicable guidelines from the U.S. Food and Drug Administration and other regulatory bodies.

"TPR Holdings, the distributor of the perfume, has assured us that the perfume's ingredients were analyzed before production and that its ingredients are well within fragrance and cosmetic industry standards as confirmed by the International Fragrance Association.

"As always, given our continual focus on our mission to end breast cancer, we will remain vigilant regarding all products associated with Susan G. Komen for the Cure.”

### **About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer. Today, Susan G. Komen for the Cure works to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy and programs in more than 50 countries with a special focus on low-resource and developing nations. Visit [komen.org](http://komen.org). Connect with us on [Facebook](#) and [Twitter](#).