

"Pink" Products: Dual-Purpose!

Libby Hendren ■ Date last updated: 10/13/2010 12:58:22 PM

[Smaller](#)

[Larger](#)

[Print Article](#)

[Close Page](#)



CBS Contributor Katrina Szish takes a look at the vast array of items you can use and whose proceeds go in part to fighting breast cancer.

October is Breast Cancer Awareness Month, so it's time to "think pink" again.

On "The Early Show" Wednesday, style contributor Katrina Szish showcased a wide variety of products you can feel really good about buying: You'll not only get to use or wear them, you'll know that a portion of the proceeds from their sales help fund breast cancer charities and research.

WHAT TO ASK BEFORE BUYING PINK from [Think Before You Pink.org](#)

Before you buy a product with a pink ribbon on it to support "the fight against breast cancer," ask a few key questions:

How much money actually goes toward breast cancer programs and services? Can you tell? Is it enough? If not, give directly to the charity instead.

Where is the money going?

What organization will get the money? If you can't tell or you don't know what the organization does, reconsider your purchase.

What types of programs are being supported? If research, what kind? If services, are they reaching the people who need them most? Programs supporting "breast cancer awareness" ignore the fact that we are already aware that cancer is a problem and that we need to act in order to end the epidemic.

PRODUCTS FEATURED ON THE SHOW

[BREAST CANCER RESEARCH FOUNDATION](#)

Armaly Brillo Steel Wool Soap Pads (1 Pink box & 1 Lemon scented box)

Retail Price- \$1.79 - \$2.99

Available at [Brillo.com](#) and retailers across the country

Lulu Guinness Pink Perfume

Retail Price - \$39.19

This October, [FragranceNet.com](#) will give back when you purchase a femininely-pink fragrance. Choose from Lacoste Touch of Pink(\$36.19), Alfred Sung Pure (\$25.19), Lulu Guinness Pink (\$39.19) and Aquolina Pink Sugar (\$30.19). Fifteen percent of the proceeds will go to the Breast Cancer Research Foundation.

Affinitas Intimates "Samantha" Bra

Retail Price - \$28.00

Available on HerRoom.com

Reader Pocket Edition Bundle

Retail Price: \$179.00

Converse - Chuck Taylor Pink All Star Oxford Sneakers

Retail Price: \$45.00

Ann Taylor Loft Garnet Bracelets

Retail Price: \$34.50

St. Martin's Press: The Little Pink Book

The Little Pink Book of Ken Ken

Retail Price - \$12.99

The Little Pink Book of Crosswords

Retail Price - \$12.99

The Little Pink Book Sudoku

Retail Price - \$12.99

Karen Neuburger Breast Cancer Items:

Karen Neuburger Limited Edition Pink Socks

Retail Price - \$15.00

Karen Neuburger Limited Edition Pink 2pc. Pajama Set

Retail Price - \$68.00

Jo Malone Red Roses Collection - Featuring

Home Candle (200g)

Retail Price - \$65.00

Red Roses Cologne (100 ml)

Retail Price - \$100.00

Red Roses Cologne (30 ml)

Retail Price - \$55.00

Red Roses Bath Oil (250 ml)

Retail Price - \$60.00

Available at Jo Malone Shops, Bergdorf Goodman and select Neiman Marcus, Saks Fifth Avenue, Bloomingdale's, Nordstrom and select specialty a stores in USA.

Saks Fifth Avenue Limited Edition "Key to the Cure" T-shirt (designed by Donna Karan)

Retail Price - \$35.00

Available at Saks Fifth Avenue Stores, Saks Fifth Avenue OFF 5TH stores and on Saks.com

[Bloomingdale's Gifts of Hope](#)

All items benefit the Breast Cancer Research Foundation:

Nina Wexler Free Fingers Gloves

Retail Price: \$130.00

Marisa Acocella Marchetto's umbrella
Retail Price - \$12.00

Available at any Bloomingdale's store

DKNY sheer cotton jersey sequin tee
Retail Price - \$145.00

Available at all Bloomingdale's stores

(Editor's note about Nina Wexler: In 2008, at the age of 50, Nina was diagnosed with breast cancer. Almost immediately, she jumped into high gear, turning to the positive forces of her friends and family, including her two children and her husband of 31 years, Gary.

And she got out her knitting needles. Six months before her diagnosis, Wexler had learned to knit. She's always been good with her hands -- she's done mosaics, played piano and designed handbags, including a line for Bloomingdale's in the early 1980s. She took to knitting instantly, and her new hobby soon became a passion. Wexler began to reflect on her illness as she knit, and felt a strong need to give back to others.

Soon, she had the idea to stitch the most luxurious Italian cashmere into one-of-a-kind fingerless gloves. Her company, [Free Fingers](#), has become known for the unique design. The gloves are handmade by volunteers, including other cancer survivors. "We sit on the living room floor, knitting and talking about our lives," she says. "The women have become my second family." They've also become a team of angels, because 100 percent of Wexler's profits from the gloves go to the Breast Cancer Research Foundation, an organization recommended by Wexler's close friend and surgeon, Dr. Elisa Port. The handmade quality and thoughtful business practices opened the doors of respected boutiques and stores around the country, including Bloomingdale's, which carries two exclusive styles of gloves online. "Bloomingdale's, like the Empire State Building, is a legendary landmark. I'm extremely honored to be represented by them," Wexler says.

AHAVA Hope Blossoms Bath Salts

Price: Varies

[SUSAN G. KOMEN FOR THE CURE:](#)

FORD WARRIORS IN PINK APPAREL AND ACCESSORIES
SOLD EXCLUSIVELY ON [FORDCARES.COM](#)

100 percent of net proceeds go to Susan G. Komen for the Cure:

Philips Pink Sonicare Essence 5300

2-Handle Pack - Available at Sam's Club - \$69.88

1-Handle Pack - Available at Best Buy, Drugstore.com - \$59.99

BCBG The "Dream" sunglasses

Retail for \$120

Available in select optical stores, BCBGMAXAZRIA boutiques and on [bcbg.com](#)

BCBG "Dream" silk scarf

Retail Price: \$48.00

Available exclusively at BCBGMAXAZRIA boutiques and on [bcbg.com](#).

[New Balance: Lace Up for the Cure](#) (benefits Susan G. Komen for the Cure)

Athletic Gear and Sneakers

Retail Price: price varies depending on items purchased.

New Balance has been a Komen Foundation supporter for more than 20 years and has donated more than \$8 million dollars

since 2000. Its Lace Up for the Cure collection is a full line of footwear, apparel and accessories.

ShoeDazzle Cares

The Hope Bag

The Beth Shoe

The Baila Scarf

Retail Price: \$39.95 each item

Available at ShoeDazzle.com

DR. SUSAN LOVE RESEARCH FOUNDATION:

Yogitoes Altruism Pink Skidless

Retail Price: \$64.00

Available at Yogitoes.com

BREASTCANCER.ORG:

Peace, Love, Hope Sigg Water Bottle 0.6L

Retail Price: \$24.00

Available at CafePress.com

CITY OF HOPE, BREAST CANCER INITIATIVES:

Joico - "Beauty For A Cure"

Joico - "Beauty For A Cure" K-PAK ReconstRX Vapor Iron for a Cure

JoiMist Firm Sprays

K-PAK ReconstRX for a Cure packs

Available at fine salons nationwide and at Joico.com, where you can find a salon near you.

Price: Varies

AVON BREAST CANCER CRUSADE:

Breast Cancer Crusade Tote

Retail Price - \$5.00

Available at the crusade's website.

OCTOBERWOMAN FOUNDATION:

BRAZILETS

RETAIL PRICE: \$5.00

AVAILABLE AT: www.livebrazilian.com

FASHION TARGETS BREAST CANCER:

CFDA Cosmetic Roll

Retail Price: \$40.00

Available at: Henri Bendel and www.henribendel.com/shop/makeup_bags/cfda_cosmetic_roll

BRIGHT PINK:

Orbit White Bubblemint Gum

Retail Price: Big-E-Paks \$3.49

Available: Nationwide

This year, each piece of Orbit White Bubblemint gum has a pink ribbon on it. Orbit White Bubblemint is back as a proud sponsor of Bright Pink in 2010 for the third year running. To celebrate national Breast Cancer Awareness Month, ten percent of Orbit White Bubblemint gum sales during September and October will be donated to Bright Pink.

[FFANY \(Fashion Footwear Association of New York\)](#) SUPPORTS VARIOUS BREAST CANCER CHARITIES:

Fergie Footwear "The Hope Pump"

QVC's FFANY shoes on sale event on the 15th from 7-10 pm.

Retail: PUMP WILL BE 50 PERCENT OFF OCTOBER 15TH ONLY DURING THE QVC EVENT.

NATIONAL BREAST CANCER:

Unique Vintage Pink Gerbera Daisy Umbrella

Retail Price - \$25.00

NATIONAL BREAST CANCER ASSOCIATION:

Sir Alistair Rai Streets of Love Leopard Wrap

Retail Price: \$115

Satya Rai The Blush Pinny for BCA

Retail Price: \$168

VARIOUS BREAST CANCER INITIATIVES:

China Glaze "Rich and Famous"

Retail Price: \$6.50

Available at Sally Beauty Supply locations or spas/salons nationwide and Head2ToeBeauty.com

YSL SHOES WORN BY KATRINA SZISH DURING SEGMENT:

YVES SAINT LAURENT PINK PARTY TRIBUTE HIGH-HEEL

Available Exclusively at [The Elyse Walker Boutique](#)

Limited Edition. Retail Price: \$995

A \$100 donation will be made from the sale of each shoe will be made to the [Cedars-Sinai Women's Cancer Research Institute](#).

CBS News