



**WE CAN FIGHT THIS TOGETHER!**

[endermologie.com](http://endermologie.com)



# PINK OCTOBER IN FRANCE

With close to 60,000<sup>1</sup> new cases each year,

- 1.** Breast cancer is the most common cancer in women. Today, one in ten women will be affected during their lifetime and this disease is occurring at ever younger ages. Fortunately, when diagnosed early, this cancer is cured in 9 out of 10 cases<sup>2</sup>.
- 2.** For over 35 years, LPG® has been developing medical devices to naturally and non-aggressively treat connective tissue for cosmetic and therapeutic purposes. Assisted by a scientific research committee (Co.S.I.Re) with a working group specialized in oncology, LPG® works to support masseur-physiotherapists and women with breast cancer on a daily basis.

As part of the **28th Pink October** breast cancer awareness campaign, **LPG® is committed** to helping women affected by the disease to gently recover and return to an active lifestyle after their grueling medical ordeal.

## ACTIVITIES ORGANIZED BY LPG® IN 2021

Social Room Europe 1 radio programme  
(planned for September 2021)



LPG® & "La Maison des Bonnes Fées" tour



Press file



<sup>1</sup><https://www.frm.org/recherches-cancers/cancer-du-sein/les-cancers-du-sein-en-chiffres>

<sup>2</sup><https://www.ameli.fr/assure/sante/themes/cancer-sein/comprendre-cancer-sein>

# LPG® IS BECOMING A SPONSOR OF “LES BONNES FÉES” ASSOCIATION

## AIMS

Support women to improve their lives with various types of awareness-raising initiatives



Raising the general public’s awareness of mutual assistance through a lifestyle based on generosity, respect and consideration for others

## ACTIVITIES

Setting up “Maisons des Bonnes Fées” spaces in cancer centres and university hospitals and leading socio-aesthetic workshops



Handing out “Écrins des Fées” (maternity hampers) in maternity wards or homes to mums in highly vulnerable positions



Fundraising and redistributing or financially supporting specific programmes within healthcare facilities



Organising awareness-raising or assistance campaigns in the field among the general public



# LPG® COMMITMENTS

Through this partnership, we would like to highlight, now more than ever, the role of masseur-physiotherapists and provide information to women affected by the disease as well as to patients' loved ones.



Publicize and promote the activities and projects organized by the association.



A donation of €20,000 to the association to support its work.



Distribution of LPG endermologie® cosmetics to women to help them regain their femininity.



LPG endermologie® cosmetics: €1 donated to the association from the sale of Limited Edition Pink October cosmetics.



Limited Edition "Rose Espoir" Wellbox®[S] Device: €20 donated to the association for every device sold.



Information portal made available to "MON KINÉ VOIT ROSE" patients.



Offer well-being experiences with treatments provided by a physiotherapist using a CELLU M6 ALLIANCE® device during the tour of the "Maisons des Bonnes Fées" centers in October 2021 (Lyon, Montpellier, Lille and Nancy).



**2 LIMITED EDITION PRODUCTS:**

**1 PURCHASE**

**=**

**€1\* DONATED**

**TO THE "LES BONNES FÉES" ASSOCIATION**



\*50 cents from LPG® and 50 cents from the beauty therapist. Subsidiaries and export can involve any local associations related to breast cancer.

# 2 LIMITED EDITION PRODUCTS

## LIMITED EDITION

### VITALITY BOOSTER

NEW endermonutri 2021



PINK OCTOBER VITALITY BOOSTER - LIMITED EDITION

Réf. : **102483400**

VITALITY BOOSTER FRENCH CATALOG PRICE: **19,50€**

LIMITED EDITION VITALITY BOOSTER FRENCH CATALOG PRICE: **20,00€**

(€0.50 paid by LPG France + €0.50 paid by your client)

**€1 donated to the "LES BONNES FÉES" ASSOCIATION**

### INTENSE HYDRATING SMOOTHING SERUM

ONE OF OUR FACE BESTSELLERS

LPG endermologie® bestseller = higher chance  
of raising money for the association



PINK OCTOBER INTENSE HYDRATING SMOOTHING SERUM - LIMITED EDITION

Réf. : **102489800**

INTENSE HYDRATING SMOOTHING SERUM FRENCH CATALOG PRICE: **24,00€**

LIMITED EDITION INTENSE HYDRATING SMOOTHING SERUM FRENCH CATALOG PRICE: **24,50€**

(€0.50 paid by LPG France + €0.50 paid by your client)

**€1 donated to the "LES BONNES FÉES" ASSOCIATION**

# TOOLS



**EASEL**

**A5 Format**

Ref: **102504300**

Print in French

Layout available for local translation  
and printing.



**COUNTER DISPLAY**

**25x10x28cm**

Ref: **102435000**

Print in French and in English  
Layout available for local translation  
and printing.



**RIBBONS**

**Pack of 5 ribbons**

Ref: **102472400**



[www.endermologie.com](http://www.endermologie.com)

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