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## Cleopatra's Choice Announces October's Pink Program in Honor of Breast Cancer Awareness Month

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*Online beauty expert Cleopatra's Choice recently launched her "Pink Program," which supports men and women worldwide who have been diagnosed with breast cancer through donations to the Susan B. Komen Foundation.*

(PRWEB) October 06, 2011

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Cleopatra's Choice recently announced its October Pink Program would be running from October 1st through the 31st. Customers wanting to support breast cancer awareness can shop like they normally would on Cleopatra's site. At checkout, they simply need to enter the promo code CURE. The customer will receive 5% off their total purchase. In addition, the Susan B. Komen Foundation will also receive 5% of the customer's sale as a donation.

It's hard to believe, but National Breast Cancer Awareness Month is celebrating its twenty-fifth anniversary. That's a long time dedicated to education, awareness, and empowerment, and there still isn't a cure. In honor of all of the women and men that have been diagnosed and undergone treatment for breast cancer, Cleopatra's Choice has committed to helping find a cure for this disease.

Cleopatra's Choice is no stranger to disease or its effect upon the body. Over the last six years, the online beauty retailer has added to its line products that are all natural and safe to use on problem skin, like the Dead Sea products. Several of their new products began as research for a cure or treatment for another malady or disease. The knowledge gained in those careful studies led to marvelous skin care products like La Mer.

As if providing excellent products and care of their clients wasn't enough, Cleopatra's Choice has been a long time supporter of public causes. Cleopatra's Pure Shea butter is an example of their commitment to fair trade opportunities and the support of growing local economies. Their move to embrace efforts to find a breast cancer cure only seemed natural.

"There is hardly a person alive that has not been touched by breast cancer in some way,"

said Alex Keyan, CEO at Cleopatra's Choice.

"It is only fitting that a company that supports pampering the outside of the body would also support programs that take care of the inside as well."

"Many people want to give back or help causes like the Susan B. Komen Foundation, but they just don't know how to go about it," added Keyan. "Now we've made it easy for them. They can simply be beautiful, and let their purchase of the nourishing Dead Sea products or maybe our newly released hair care, Kerathin Complex, go towards finding a cure for breast cancer."

Cleopatra's Choice knows it takes more than one person dedicated to finding a cure for breast cancer. It takes an entire village. That's why our company and our loyal clients will be doing our part to help find the CURE this October.

**About Cleopatra's Choice**  
 Cleopatra's Choice believes that everyone's skin should be treated like royalty. For over 6 years, Cleopatra has been searching the world for of the most unique and effective health and beauty secrets. The products she has chosen for her clients are made from only the finest ingredients and include many secrets closely guarded by native cultures worldwide. And the result? Thousands of satisfied customers have enjoyed exotic and effective skin and hair care products delivered right to their front doorstep. For more information, visit <http://www.cleopatraschoice.com>.

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