

La Prairie Produces Educational Breast Cancer DVD



La Prairie's Holly Genovese, Jaime Maser and Lynne Florio (r.) with Joyce Ostin.

As part of its steadfast commitment to the beauty and health of its consumers worldwide, the ultraluxe **La Prairie** brand announced last week its latest charitable initiative during an editors' breakfast held atop the brand's New York offices on August 5.

La Prairie partnered with two-time breast cancer survivor **Joyce Ostin** to sponsor the production of a two-DVD set entitled *Breast Cancer: The Path of Wellness & Healing*. Created by Ms. Ostin and her partner, **Nina Montée Karp**, the educational and inspirational DVD provides multi-faceted advice on how to achieve physical, mental and spiritual well-being before, during or after a breast cancer diagnosis.

The DVD features commentary from celebrity survivors **Christina Applegate**, **Sheryl Crow**, **Melissa Etheridge**, **Olivia Newton-John** and **Jaelyn Smith**—as well as from preeminent doctors and wellness

experts, including: **Dr. Deepak Chopra**, **Dr. Harvey Karp**, **Dr. Dean Ornish**, **Dr. Dennis Slamon**, **Dr. Marisa Weiss**, **Kathy Freston** and **Marianne Williamson**. Celebrity supporters **Rosanna Arquette** and **Gabrielle Union** also offer words of wisdom.

"La Prairie stands behind our firm dedication to provide our clients with the best products possible to fight against premature aging, environmental hazards and the stresses of everyday life," noted La Prairie president **Lynne Florio**. "It is an honor...to help promote awareness of a disease that has affected so many lives."

"I survived my battle with metastatic cancer with the support of my family and friends, my inner strength and with access to the best medical advice," added Ms. Ostin. "I felt this information should be accessible to women worldwide going through cancer as a tool for survival."

Available at breastcancerdvd.org, and on amazon.com, proceeds from the DVD will benefit breastcancer.org and UCLA's Jonsson Comprehensive Cancer Center. La Prairie will also work to distribute copies of the DVD to women in need throughout various hospitals across the country, Ms. Florio noted, while in-store events are being planned to help spread the word.



Breast Cancer: The Path of Wellness & Healing

Aug 9, 2010, 4:06 pm