



NEW Dramatically Different™ Lipstick



We invite you to
take it all off...
for a good cause.



We love your fabulous lipstick looks, but we love your inner beauty even more.

Throughout the month of October, post a photo, Boomerang, or video of yourself taking off your lipstick on Instagram, and for every post using the hashtag [#TakeTheDayOffChallenge](#), @Clinique will donate \$10 to the Breast Cancer Research Foundation® (BCRF) in our fight against breast cancer, up to \$250,000.

Help us reach our goal of funding a year-long research project at BCRF by raising \$250,000. BCRF supports more than 275 of the best research minds in the world who are making advances across the spectrum of breast cancer. By helping to raise funds to support one BCRF project, you can help fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis that are bringing us closer to a world without breast cancer.

CLINIQUE

Allergy Tested. 100% Fragrance Free.