

mom's day OFF

BY JANAÉ RAPHAEL

► MOM'S GIVEAWAY SHINE ON!

Protect your precious hair color with products from COLURE True Color Care, compliments of Planet Beauty.

COLURE products are free of parabens, sulfates, alcohol, petrolatum and sodium chloride, with no hydrocarbons, perfumes, dyes or irritants.

COLURE's Color Longevity Formulation keeps color fresh and deep with no fading. Richly Moisture Shampoo moisturizes, detangles and offers UV and thermal protection. Richly Moisture Conditioner locks in color-infusing hydration and superior shine. Shine Serum Plus is a frizz-free, grease-free formula that promotes maximum shine.

To enter to win the COLURE collection, go to ocfamily.com and click on Mom's Day Off. ■

Congratulations to our August winner: Norma Villasenor of Fountain Valley.

Beauty for a cause

Make your purchase count.

September is Ovarian Cancer Awareness Month, and October is Breast Cancer Awareness Month, and many individuals and corporations are thinking of ways they can contribute.

Several cosmetic and hair care companies have partnered with nonprofits to raise funds for important causes. When consumers choose to spend money on philanthropic products, they help spur other businesses to respond in kind.

I.C.O.N., a professional hair care line, is dedicated to finding a cure for cancer. To this end, it has launched a worldwide campaign, Cure for a Cause. A portion from the sales of Cure Leave-in Conditioner go to STOP CANCER, a nonprofit working with the City of Hope and other cancer research organizations.

Clarisonic is proud to support breast cancer research with its limited pink Clarisonic Facial Brush. With every purchase, the company will make a donation to help fund the fight against breast cancer. Get gorgeous, glowing skin with the Clarisonic Facial Brush, available for \$195.

PureOlogy Serious Colour Care supports ovarian cancer awareness by donating to the National Ovarian Cancer Coalition (NOCC) as the exclusive hair care and styling Premier Sponsor. PureOlogy encourages women to participate in their walks/runs to "Break the

Silence" on ovarian cancer.

O.P.I. International, makers of O.P.I. Nail Lacquer, has donated millions of dollars to charities worldwide, most notably the American Heart Association, the American Red Cross, Broadway Cares/Equity Fights AIDS, the City of Hope, Gilda's Club Worldwide, the Leukemia Research Foundation, the National Kidney Foundation, Oceana and Pamper Me Pink, among others.

Smashbox Cosmetics donates a portion of the proceeds from its PINK Powder EYE & LIP KIT to the Young Survival Coalition. The kit includes two mirrored palettes, each with three gorgeous eye shadow and lip shades, plus a mini double-ended brush, \$34.50

Planet Beauty, Orange County's No.1 beauty boutique, has been a corporate sponsor of Susan G. Komen's Orange County Race for the Cure for the past five years. In June, Planet Beauty Orange County raised \$1,735 in one night for the Susan G. Komen Orange County affiliate for the fight against

breast cancer.

Blooms against Breast Cancer flower hair clips are handmade by breast cancer survivor and Planet Beauty sales associate Pam Tiyabi. The clips sell for \$10, and a portion from each clip is donated to KomenOC.

Stop by the Planet Beauty booth on race Day, Sunday, Sept. 27, for samples and giveaways. planetbeauty.com. ■

