

NEWS FROM



FOR IMMEDIATE RELEASE

**Clarins and Shoppers Drug Mart team up for *Kiss for Life* fundraising campaign**  
*Proceeds to support Motherisk, a SickKids program*

**TORONTO, ON (January 27, 2011)** – Consumers can help to support Motherisk, a program of The Hospital for Sick Children (SickKids), during the *Kiss for Life* campaign with the purchase of the specially-marked Clarins Lip Perfector, exclusively available at 600 Shoppers Drug Mart locations across Ontario.

Beginning today through February 14, while quantities last, \$10 from the purchase of each Kiss for Life Clarins Lip Perfector will be donated by Clarins and Shoppers Drug Mart to Motherisk.

Hosts of the boom breakfast show on Astral Radio's boom 97.3, Colleen Rusholme and Humble Howard, joined representatives from each campaign partner for a launch event at a Shoppers Drug Mart store in Toronto. Astral's boom 97.3 is proud to be the media partner for this campaign and will air public service announcements encouraging consumers to support *Kiss for Life*.

Amanda Martinez, Canadian Latin/jazz artist and mother to a 2-year-old boy named Leo, purchased the first Clarins Lip Perfector to kick off the campaign and stayed to sign autographs following the announcement. Martinez's album *Amor*, released in 2009, reached number one on the iTunes World Chart and remained in the top 10 throughout 2010. Also on-hand at the event was Motherisk founder and director, Dr. Gideon Koren.

"The *Kiss for Life* campaign will help us provide our expert information and counselling to more expectant and breastfeeding mothers every day through our telephone help-lines," says Dr. Koren. "Pregnant women who are faced with medical challenges such as diabetes, epilepsy, depression or cancer need effective treatment that won't harm their baby. Motherisk research and counselling about risks and common exposures during pregnancy can help a woman protect her baby from birth defects and some of childhood's most deadly diseases."

After successfully establishing a similar annual campaign in Quebec, Clarins extended its support of paediatric health care to Ontario.

"We are proud to bring the *Kiss for Life* campaign, in partnership with Shoppers Drug Mart, to benefit SickKids," says Christine Dallaire, Vice President, Clarins Division. "A kiss from a mother to her child is a symbol of the special connection she feels with her newborn. This campaign invites women to support other women so they will be able to reach out to Motherisk for information or counselling when they need it most."

Motherisk recently celebrated its 25<sup>th</sup> anniversary and gratefully recognized Shoppers Drug Mart's long-standing support that began in 1998.

"As part of our ongoing commitment to providing information and resources in the area of women's whole health, Shoppers Drug Mart is pleased to be a partner in the *Kiss for Life* campaign," says Cathy Masson, Director, Cosmetics, Shoppers Drug Mart. "Pregnancy and new motherhood are some of the most significant times in many women's lives and we embrace the opportunity to support a program like Motherisk that ensures women have the information and support they need during this important life milestone."

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Established at SickKids in 1985, Motherisk provides research and counselling to help ensure safe medical treatment for women during pregnancy and while breastfeeding. Motherisk has helped establish the safety of medications for expectant or new mothers, as well as the risk or safety of chemicals, radiation, infectious diseases and common everyday exposures. Professionals at Motherisk answer about 200 calls per day – nearly half a million since its inception. Women seeking information can call 1-877-439-2744 or visit [www.motherisk.org](http://www.motherisk.org).

### **About Clarins**

It was the passion of one man, Jacques Courtin-Clarins, which led to the creation of Clarins in 1954. The brand soon became a skin care leader in France, then in Europe and is now a major player in the beauty sector worldwide. Distributed in 20,000 points of sale in more than 150 countries, Clarins has 20 subsidiaries, 140 local agents and more than 6,000 employees around the world. In 1991, the Group began its diversification strategy by launching the first Clarins makeup line, followed by the launch of a men's range in 2002 called ClarinsMen. In 2008, the Group entered the world of organic cosmetics with the KIBIO brand.

Experts in beauty, the Clarins Laboratories take the most powerful active ingredients from plants to give both women and men the very best nature has to offer. But Clarins' respect for the environment goes much beyond just the choice of ingredients. Clarins gives back to nature by protecting it; for example, in 1987, Clarins was the first French company to stop any product testing on animals. Also, Clarins' concern for the environment is evident through its support of environmentally conscious organizations such as Alp Action, and its involvement in sustainable development and fair trade. For more information visit us at: [www.clarins.com](http://www.clarins.com)

### **About Shoppers Drug Mart**

Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart (Pharmaprix in Québec). With more than 1,180 Shoppers Drug Mart and Pharmaprix stores operating in prime locations in each province and two territories, the Company is one of the most convenient retailers in Canada. The Company also licenses or owns more than 59 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy (Pharmaprix Simplement Santé in Québec) and eight luxury beauty destinations operating as Murale. As well, the Company also owns and operates 63 Shoppers Home Health Care stores, making it the largest Canadian retailer of home health care products and services. In addition to its retail store network, the Company owns Shoppers Drug Mart Specialty Health Network Inc., a provider of specialty drug distribution, pharmacy and comprehensive patient support services, and MediSystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities in Ontario and Alberta. For more information, visit us at [www.shoppersdrugmart.ca](http://www.shoppersdrugmart.ca).

### **About SickKids Foundation**

Established in 1972, SickKids Foundation is the fundraising organization for The Hospital for Sick Children - one of Canada's most research-intensive hospitals and the largest centre dedicated to improving children's health in the country.

Philanthropy is a critical source of funding for The Hospital for Sick Children. For the fiscal year ending March 31, 2010, SickKids Foundation made an investment of \$52.5 million in children's health research, education and care. A direct result of community support, this is one of the largest investments in paediatric health care and one of the largest contributions to a hospital anywhere in Canada. In addition to its support of The Hospital for Sick Children, the Foundation has a mandate to support children's health on a national basis. Through its National Grants Program, SickKids Foundation has directed more than \$75 million to paediatric researchers across Canada over the past 38 years. To make a donation, visit [www.sickkidsfoundation.com](http://www.sickkidsfoundation.com).

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