



THE PLAIN DEALER

The It List

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The color pink usually represents a girl who is sugar and spice and everything nice. But during October, pink packs a message of empowerment and action. October is, of course, Breast Cancer Awareness month, in which the biggest event is the Susan G. Komen Race for the Cure for breast cancer awareness and research. Until October's end, many cosmetic companies are getting into the act. You can treat yourself to special goodies, and a portion of your spending will go into the coffers of an organization that's working to eradicate breast cancer.

Most of the items -- and there's a slew of them -- are dipped in pink, and available only through the month. Pink or not, if an item benefits breast cancer, it will say so.

Here's a small sampling.

Artemis Woman is a line of beauty products and spa appliances founded by a breast-cancer survivor. The company's mission is to give 2 percent of its profits to support alternative treatments and screening methods for women's cancers, especially early detection of breast cancer. One of its biggest sellers is the battery-operated Heel Smoother Pro for calluses and dry skin on heels and toes, and the accompanying Topaz Foot Butter (about \$30 for both). The line is available at mass-market retailers such as Wal-Mart and Target, on www.amazon.com, and its Web site, www.artemiswoman.com