

“PINK OCTOBER”: DISARONNO INGREDIENTS’ ACTIVITIES DURING BREAST CANCER AWARENESS MONTH



DISARONNO[®]
— INGREDIENTS —

C.A.O.S.
Centro Ascolto Operate al Seno - Odv
*“bisogna avere un caos dentro di sè
per generare una stella danzante...”*
F.W. Nietzsche

In October, a month dedicated to raising awareness and promoting breast cancer prevention (internationally recognized as “**Pink Month**”), **Disaronno Ingredients** has actively committed to this cause by organizing a series of activities aimed at increasing awareness about the disease and highlighting women’s contributions across all fields.

Among the initiatives is a collaboration with two young Italian artists: **Susanna Morari**, an illustrator and feminist already engaged in promoting women’s issues, and **Aurora Peruchetti**, a student and photographer from the European Institute of Design (IED) in Milan.

By showcasing their artistic projects, which focus on interpreting the role of women, **Disaronno Ingredients** has demonstrated its commitment to supporting women not only through prevention efforts but also by promoting their work and **creative talents**.

Furthermore, leveraging the expertise of its **Education, Creation & Application Institute**, **Disaronno Ingredients** has developed several recipes to create a **pink gelato flavor** dedicated to “**Pink Month**”, which was presented to the public in October as a limited edition exclusive.



Additionally, the partnership with the Varese’s **C.A.O.S. – Centro Ascolto Operate al Seno (Listening Center for Breast Surgery Patients)** association is another key element of the initiative, adding value through **specialized expertise** and offering concrete support in **scientific outreach**.

Disaronno Ingredients’ “Pink Month” initiatives mark the beginning of a sustained commitment to supporting women and promoting awareness of socially relevant issues, further affirming the company’s dedication to being a responsible and engaged player in the community it serves.

