

The fight against breast cancer is not just Pink.

It's also Black and White!

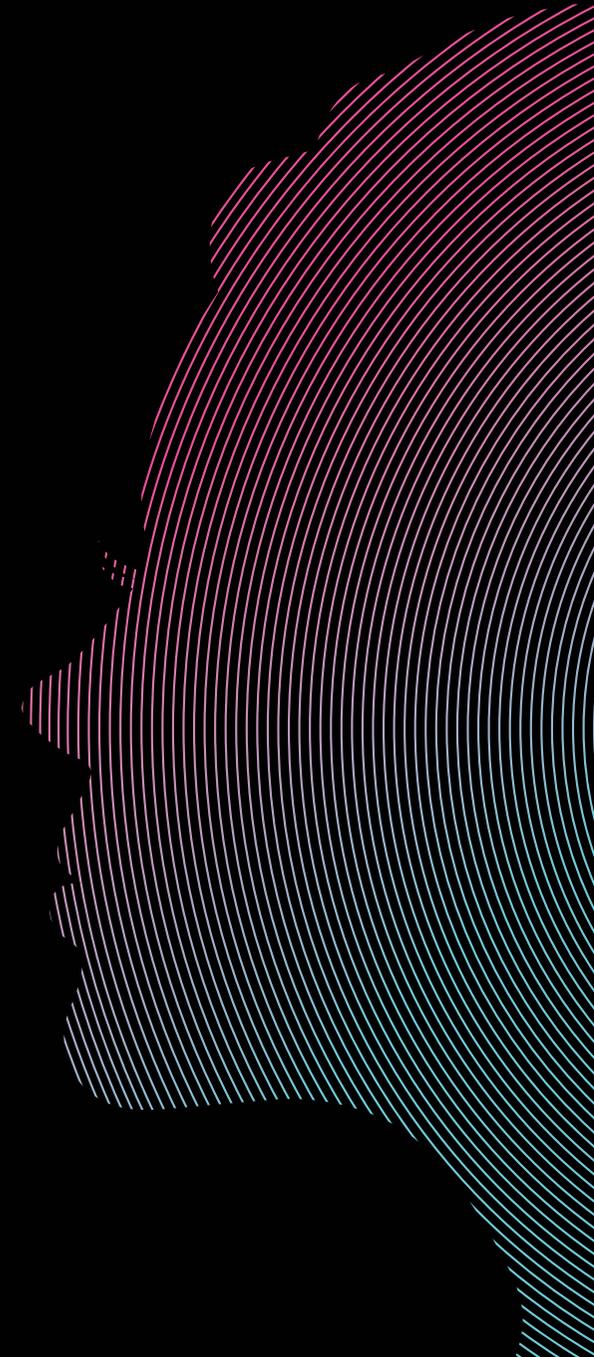
In India, more than 60% of breast cancer cases are detected at an advanced stage¹.
If detected early, there is a 99% chance of survival².

Awareness and early detection is critical for survival.
It's time to **#BEPROACTIVE**, learn all about breast cancer, and fight it the right way!

BEroactive

¹<http://timesofindia.indiatimes.com/life-style/health-fitness/health-news/Myths-and-facts-about-breast-cancer/articleshow/49405772.cms>

²<http://www.cancer.net/cancer-types/breast-cancer/statistics>



Breast Cancer is the second most common cancer in the world.

How much do you know about it?

- It represents 25% - 32% of all cancers among women living in cities in India¹
- In India, over 1,50,000 women are diagnosed with breast cancer every year²
- More and more younger women in their 30s and 40s are getting affected³
- In India 1 out of 2 women diagnosed with breast cancer die of the disease⁴
- Although breast cancer is about 100 times more common in women, men should not ignore any lumps and changes in breasts
- Every 10 minutes, an Indian woman loses the battle to breast cancer⁵
- Early stage breast cancer can be cured in most women
- 85% of breast cancers occur in women who have no family history of breast cancer⁶
- Self-breast examination is a recommended every month. Report any changes to your gynaecologist or physician, immediately
- An active lifestyle, with ample exercise and a healthy diet, plays a crucial role in reducing the risk of breast cancer, especially if you're overweight or obese. Quitting alcohol and smoking can also go a long way in keeping breast cancer away.

¹ www.breastcancerindia.net | ² www.breastcancerindia.net | ³ www.breastcancerindia.net | ⁴ www.cancerindia.org.in

⁵ Myths and facts about breast cancer by Dr. P Raghu Rami. The Times of India, October 2015 | ⁶ http://www.breastcancer.org/symptoms/understand_bc/statistics

All breasts are not the same.

What you need to know about breast density

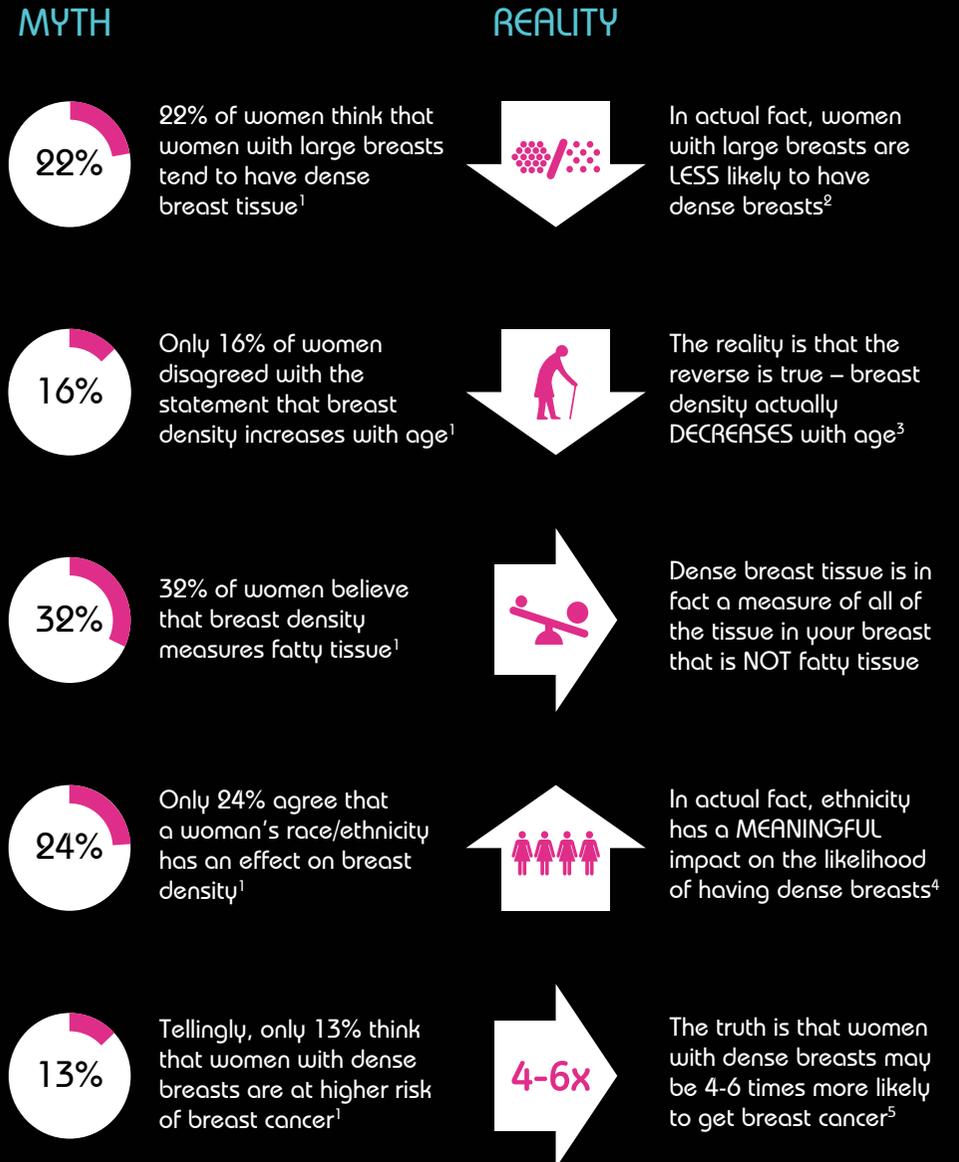
Breast tissue consists of fatty and fibroglandular tissue. If more than 50% of your breast is made of fibroglandular tissue, then your breasts are classified as 'dense'.

For women globally, the potential presence of dense breast tissue can lead to challenges not only in identifying the existence of a tumor, but can also increase a woman's risk for breast cancer.

Breast density is determined by multiple factors including hormones, age, and ethnicity – Asian women in particular typically have denser breasts. Dense breast tissue, can increase the risk of breast cancer by up to 4-6 times.

Breast density cannot be determined by palpation or by the appearance of the breasts on exam – it can only be determined by medical diagnostic screening.

IT'S TIME TO DEBUNK SOME OF THE MYTHS AROUND DENSE BREAST TISSUE



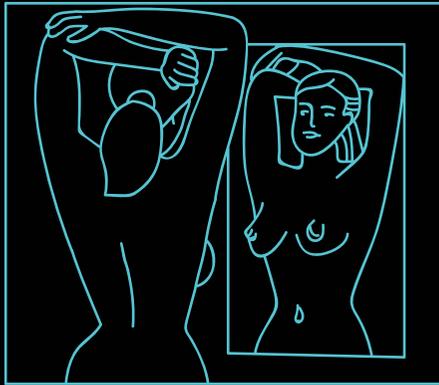
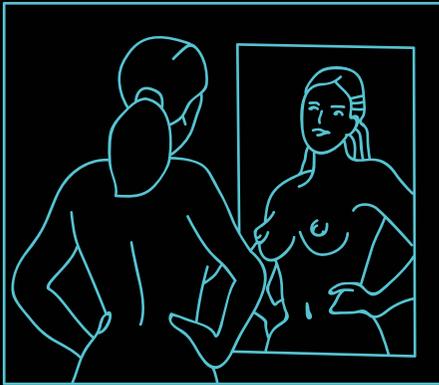
¹ WORKING MOTHER RESEARCH INSTITUTE | ² HARRIS ET AL., AM. J. EPIDEMIOLOG. OCT. 15 2011;174(8):909-18;

³ CHECKA ET AL. AJR AM J ROENTGENOL. MAR. 2012;198(3):W292-5. | ⁴ DEL CARMEN ET AL. AJR WOMEN'S IMAGING APR. 2007;188:1147-1150.

⁵ BOYD, ET AL, NEJM JAN 2007; 18;356(3):227-36. | www.getacklingcancer.com

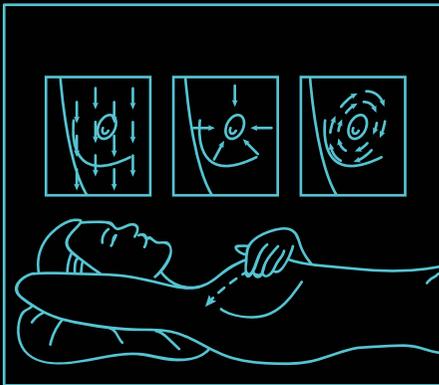


Understanding Breast Self-examinations



How should I do it?

In front of a mirror, inspect your breasts with your arms at your sides. Next, raise your arms. Look for any changes in contour, swelling, dimpling of skin, or changes in the nipple.



Lie down with your fingers flat and move gently all over the breast. Check for lumps, hard knots, or thickening by moving fingers in a uniform pattern.

Squeeze each nipple gently between thumb and index finger. Any discharge, clear or bloody, should be reported to your doctor immediately.

When should I do it?

Many physicians and cancer organizations recommend that breast self-examinations be performed once each month beginning at age 20 and should continue each month throughout a woman's lifetime.

Follow the same procedure once a month about a week after your period, when breasts are usually not tender or swollen.



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