



EVERY WOMAN. EVERY MONTH. TAKE ACTION TO FIGHT BREAST CANCER!

Early action against breast cancer—including monthly breast self-exams, yearly clinical breast exams, annual mammogram screenings and increased awareness of the threat—can lead to a healthier tomorrow for you and those you love.

Imagine the difference it would make if a woman in your life—your mother, sister, aunt or friend—were diagnosed with breast cancer, but taking simple steps could improve her diagnosis.

You are involved and you are aware. Personal Products Company, a division of McNeil-PPC, Inc., recently asked ESSENCE readers to share concerns regarding breast

cancer. One third of those who responded shared that they themselves had breast cancer or knew of a family member with the disease.

You knew that African-American women experience a lower incidence of breast cancer than Caucasian women, yet suffer higher mortality rates. Nevertheless, nearly half of readers don't perform monthly self-exams. Early detection is key to lifesaving treatment.



We'll Remind You!

Take the Early Detection Pledge, and we'll remind you to take the three steps of breast health. Go to www.justforwomen.net or call 1 (888) STAYFREE (1-888-782-9373) to sign up for reminders and get more information on the pledge.

Show Your Support

Wear a distinctive Pink Ribbon Charm Bracelet. It's a visible statement of your commitment to learn and share about early detection.

For details on how to get your charm bracelet, see displays at participating stores, or at Rite Aid, see Rite Aid's Single Check Rebate Directory. You can also go online to www.justforwomen.net for more information.



With us, it's personal.

This program is sponsored by the following brands as part of their overall commitment to women's health:

Aveeno.

MONISTAT™

BAND-AID
BRAND FIRST-AID PRODUCTS

Motrin

Carefree.

ob.

HEALTHY
WOMAN

REACH

KY

Stayfree

VIACIV
by Caline
Chen



privately sponsored by
Johnson & Johnson
Consumer Companies

A Pledge to Work as Partners

Personal Products Company is committed to doing its part in support of the fight against breast cancer. For the last five years, Personal Products Company has been a national sponsor of the Susan G. Komen Breast Cancer Foundation Race for the Cure®, contributing valuable dollars and active participation toward breast cancer awareness and education. Visit www.komen.org/race for more information and to find a Komen race near you.

Risks and Balances

There are some factors women cannot control that contribute to the risk of getting breast cancer, such as family history, genetics, breast density and age. However, there are ways we can balance out these factors and put the benefits of early detection more on our side year-round—without waiting for October Breast Cancer Awareness Month reminders:

- 1** Pursue a healthful lifestyle by avoiding smoking, excessive drinking and an unhealthy diet that promotes obesity.
- 2** Perform monthly breast self-exams (BSEs) starting by age 20. You'll become familiar with your breasts and able to detect changes.
- 3** Have a yearly clinical breast exam by a trained medical professional.
- 4** Have an annual screening mammogram starting at age 40.* These tests can find a lump much smaller than you or your doctor can feel.
- 5** When getting a mammogram take a friend to get one as well! To find low-cost or free mammograms or a certified radiology center, call 1-(800) I'M AWARE® (1-800-462-9273).

* Women under 40 with either a family history of breast cancer or other concerns about personal risk should consult a trained medical professional about risk assessment and when to begin mammography.