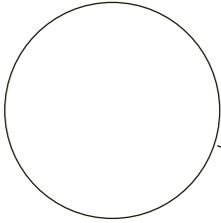


BSE10-PO: Breast Cancer Self-Exam Hang Tag with Punch-Out Months

BSE10-PO: stock front

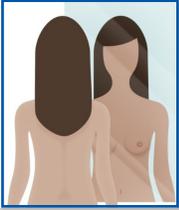


AD COPY AREA

Because We Care

Monthly Breast Self-Exam

In Front of a Mirror: Raise your arms over your head and then let them hang at your sides, visually inspect your breasts, looking for any changes in the contour or shape of the breasts, any dimpling, swelling, or other skin irregularities on or around the breasts, or any changes in the nipples. Next, rest your palms on your hips and press firmly to flex your chest muscles. Look for any dimpling, puckering, or other changes, particularly on one side. In addition to examining your breasts also feel your underarms for any lumps.





In the Shower: With your pads/flats of your 3 middle fingers, check the entire breast and underarm area, pressing down with light, then medium and finally with firm pressure. Check both breasts and armpits each month, feeling for any new lumps, thickenings, hardened knots or any other breast or armpit changes.

Lying Down: When lying down, the breast tissue spreads out evenly along the chest wall. Place a pillow under your right shoulder and put your right arm behind your head. Using your left hand, move 3 middle fingers around your right breast, covering the entire breast area and armpit. Use light, medium, and firm pressure to feel for any new lumps, thickenings, hardened knots, or any other breast or armpit changes. Also squeeze the nipple to check for discharge. Repeat these steps for your left breast and armpit.

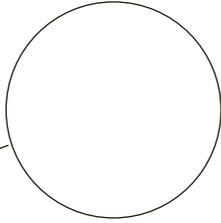


Forty percent of diagnosed breast cancers are detected by women who feel a lump, so establishing a monthly breast self-exam is very important.

National Breast Cancer Foundation Inc.

Jan	Feb	Mar	Apr	May	Jun
Jul	Aug	Sep	Oct	Nov	Dec

BSE10-PO: stock back



Prevention Information

for women of average risk

A Breast Self-Exam and a Clinical Breast Exam A Clinical Breast Exam is performed by a healthcare professional who is trained to recognize many different types of abnormalities and warning signs. This in-office exam will most likely be completed by your family physician or gynecologist at your annual exam. Your Breast Self-Exam is something every woman should do once a month at home a few days after the end of your period. For post-menopausal woman, self-examine the same time every month. Alert your healthcare professional if you notice ANY changes in your breasts, sore spot, changes in the appearance of the skin, or nipple discharge.

Mammogram Women 40 years and older should have a mammogram every 1 or 2 years (consult your healthcare professional). Women who are younger than 40 and have risk factors for breast cancer should ask their healthcare professional whether mammograms are advisable and how often they should be scheduled.

Risk Factors: There are risk factors that you can't control, such as your age and genetics. Knowing your risk factors and adopting healthy habits, however, can help reduce your risk for breast cancer. **Eat fruits and vegetables** (3-1/2 - 5 total cups daily), **Stay physically active** (moving your body at least 20 minutes/day), **Limit alcohol consumption** (the more alcohol you consume, the greater your risk) and **Schedule your Clinical Breast Exam or Mammogram** (depending on your age).

Remember: Be aware of your body with monthly breast self-exams, yearly clinical breast exams, and yearly mammograms once the age of 40 is reached. Consult your doctor to confirm.

This is for awareness only and not to take the place of a doctor
www.nationalbreastcancer.org

Please remove all guideline indicators before submitting artwork



= Final Cut Size: 3.25" x 8"



= Ad Copy Area : 3" x .875"
Art must be within clearances - 0.125" on all sides.