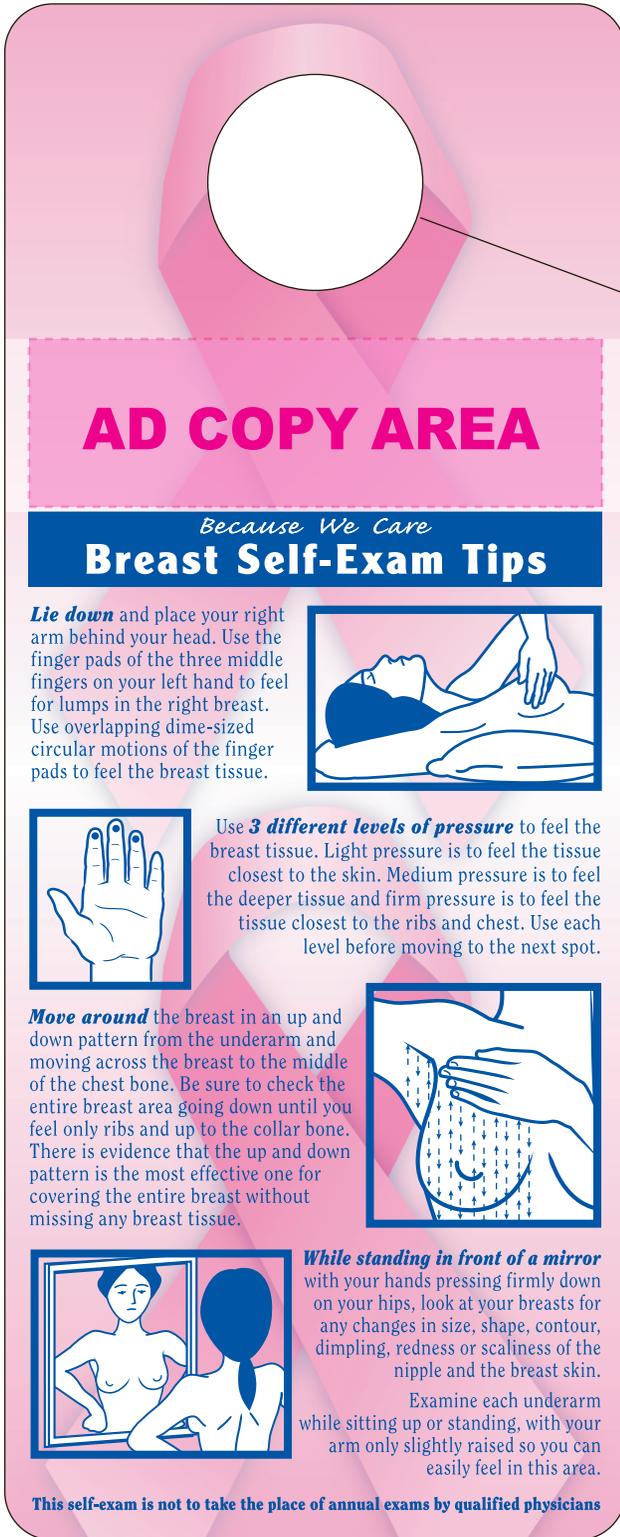


BSE10-R: Full Color Ribbon Breast Cancer Self Exam Card

BSE10-R: stock front



AD COPY AREA

Because We Care
Breast Self-Exam Tips

Lie down and place your right arm behind your head. Use the finger pads of the three middle fingers on your left hand to feel for lumps in the right breast. Use overlapping dime-sized circular motions of the finger pads to feel the breast tissue.



Use **3 different levels of pressure** to feel the breast tissue. Light pressure is to feel the tissue closest to the skin. Medium pressure is to feel the deeper tissue and firm pressure is to feel the tissue closest to the ribs and chest. Use each level before moving to the next spot.

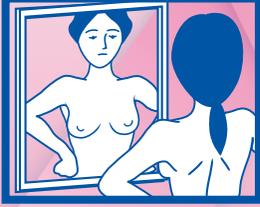


Move around the breast in an up and down pattern from the underarm and moving across the breast to the middle of the chest bone. Be sure to check the entire breast area going down until you feel only ribs and up to the collar bone. There is evidence that the up and down pattern is the most effective one for covering the entire breast without missing any breast tissue.



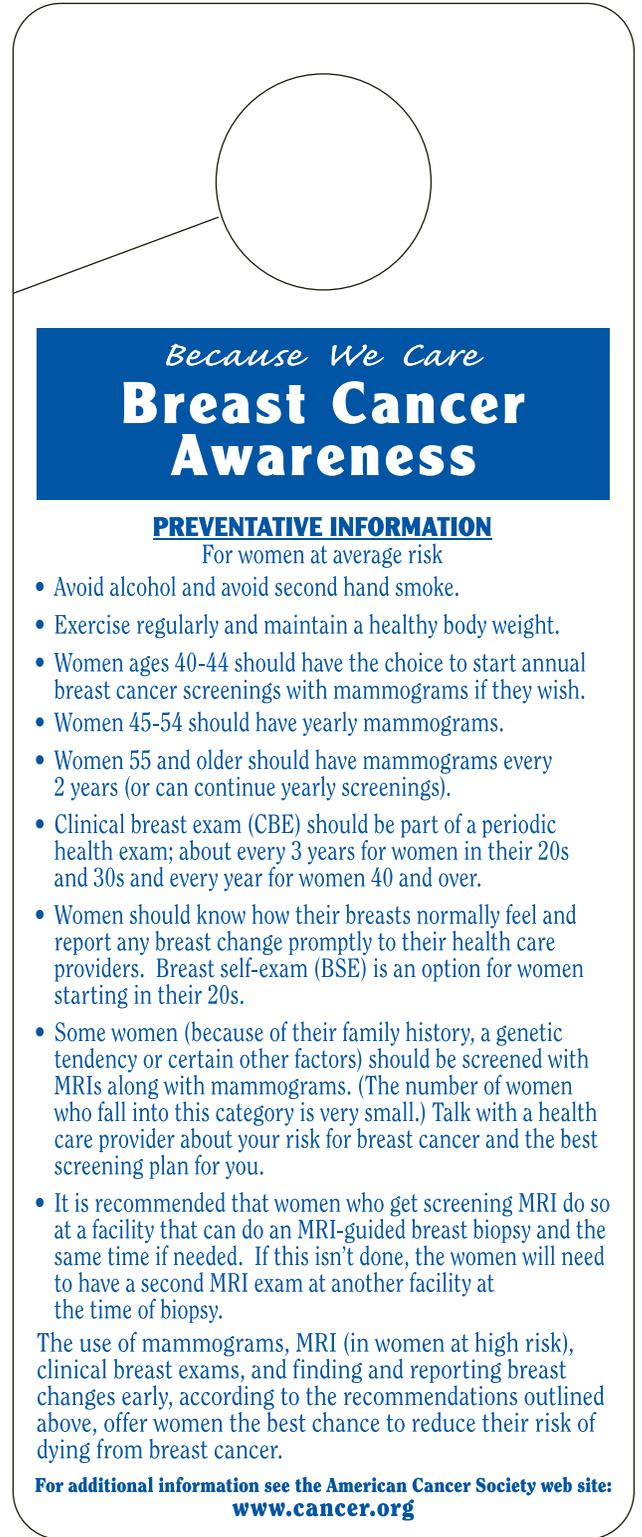
While standing in front of a mirror with your hands pressing firmly down on your hips, look at your breasts for any changes in size, shape, contour, dimpling, redness or scaliness of the nipple and the breast skin.

Examine each underarm while sitting up or standing, with your arm only slightly raised so you can easily feel in this area.



This self-exam is not to take the place of annual exams by qualified physicians

BSE10-R: stock back



Because We Care
Breast Cancer Awareness

PREVENTATIVE INFORMATION
For women at average risk

- Avoid alcohol and avoid second hand smoke.
- Exercise regularly and maintain a healthy body weight.
- Women ages 40-44 should have the choice to start annual breast cancer screenings with mammograms if they wish.
- Women 45-54 should have yearly mammograms.
- Women 55 and older should have mammograms every 2 years (or can continue yearly screenings).
- Clinical breast exam (CBE) should be part of a periodic health exam; about every 3 years for women in their 20s and 30s and every year for women 40 and over.
- Women should know how their breasts normally feel and report any breast change promptly to their health care providers. Breast self-exam (BSE) is an option for women starting in their 20s.
- Some women (because of their family history, a genetic tendency or certain other factors) should be screened with MRIs along with mammograms. (The number of women who fall into this category is very small.) Talk with a health care provider about your risk for breast cancer and the best screening plan for you.
- It is recommended that women who get screening MRI do so at a facility that can do an MRI-guided breast biopsy and the same time if needed. If this isn't done, the women will need to have a second MRI exam at another facility at the time of biopsy.

The use of mammograms, MRI (in women at high risk), clinical breast exams, and finding and reporting breast changes early, according to the recommendations outlined above, offer women the best chance to reduce their risk of dying from breast cancer.

For additional information see the American Cancer Society web site: www.cancer.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.