

# Positively pink this Breast Cancer Awareness Month

This October we celebrate Breast Cancer Awareness Month. According to recent health statistics for South Africa\*, 1 in every 29 women will be diagnosed with breast cancer; the good news is that if it's detected early, there is an excellent chance of recovery.



For every Oh So Heavenly Positively Pink product (a dedicated breast cancer awareness range exclusive to Clicks) bought during October 2011, you qualify for a free breast examination at a Clicks Clinic. Proceeds from the sale of each product will also be donated to the Look Good... Feel Better Foundation, which aims to improve the lives of women undergoing radiation treatment by helping them restore their self confidence, self worth and morale.

## Understanding breast cancer

To understand better how this disease affects millions of lives in South Africa, it is important to understand exactly what it is. Breast cancer is not necessarily restricted to a lump in the breast when diagnosed, although that is generally the first sign of disease. As a matter of fact, it is not the lump itself that kills but rather the spreading of cancerous cells to other parts of the body, a phenomenon known as metastasis.

Breast cancer isn't only restricted to women, with men also being susceptible to the disease. A woman can develop breast cancer any time during her adult life - even as early as in her late twenties. Despite medical advances, breast cancer remains the most commonly diagnosed cancer among women.

## Symptoms of breast cancer

The risk of developing breast cancer increases with age. In the early stages of breast cancer there are few symptoms, however, over time common changes can start to develop, which may include;

- A lump or thickening in or near the breast or in the armpit area
- A change in the size or shape of the breast
- Dimpling or puckering in the skin of the breast
- The nipple becoming inverted (turning inward into the breast)
- Abnormal discharge from the nipple
- Scaly, red, or swollen skin on the breast, nipple, or areola (the dark area surrounding the nipple)
- The skin of the breast taking on an orange peel look or feel



If you notice that you may have one or more of the highlighted symptoms, be sure to go to your health professional for a breast exam. Often lumps on the breast can be harmless, but these still need to be checked.

## Reducing your risks

By going for regular checkups, early detection is possible. If you are over 40 years old, ask your doctor how often you should go for a mammogram, which is a special x-ray to detect lumps in the breast.

Reduce your risks of getting breast cancer by maintaining a healthy weight; avoiding alcohol or limiting its use to less than one drink per day; getting regular exercise; minimising the duration of hormone therapy; and limiting your use of antibiotics

and exposure to pesticides.

For a free breast examination in the month October 2011, be sure to buy one of the Oh So Heavenly Positively Pink products at your Clicks store, and take your till slip to the nearest Clicks Clinic to book your appointment with a clinic nursing practitioner.

For more information on breast cancer, contact your nearest Clicks Clinic, visit [www.clicks.co.za](http://www.clicks.co.za) or call 0860 CLICKS/254 257.

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\*statistics attributed to the Cancer Association of South Africa [CANSA], 2011

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