

A photograph of a woman's bare torso from the neck down to the waist. She has a white strapless tube top. An orange and white warning sticker is applied to her chest, covering the bust area. The sticker has a black exclamation mark in a triangle on the orange top band, followed by the word 'WARNING' in large black letters. Below that, on a white band, is the text 'THIS AREA CONTAINS CHEMICALS KNOWN TO CAUSE CANCER' in black, all-caps font.

! WARNING

**THIS AREA CONTAINS CHEMICALS
KNOWN TO CAUSE CANCER**

Prevention Starts Here.

The logo for the Breast Cancer Fund, consisting of a dark blue square with a yellow chevron shape pointing to the left on its left side. The text 'BREAST CANCER FUND' is written in white, all-caps font inside the blue square.

**BREAST
CANCER
FUND**

CHOOSE TO reduce YOUR RISK

IF YOU COULD PREVENT BREAST
cancer, WOULDN'T YOU?

Focused. Dedicated. The Breast Cancer Fund is the only national breast cancer organization focused solely on preventing the disease by eliminating its environmental causes.

**THE
SECRET'S
OUT:**

**We can
prevent
breast
cancer.**



OUR VISION: The Breast Cancer Fund demands necessary, science-based changes in policy, legislation and public awareness so that we may all live without fear of losing our breasts or our lives because of what we've eaten, touched or breathed. We envision the day when the environmental causes of breast cancer have been identified and eliminated.

OUR MISSION: The public health crisis of breast cancer calls for elimination of the environmental and other preventable causes of the disease. The Breast Cancer Fund is dedicated to ensuring that everything we apply to our faces, place in our mouths and touch with our fingers is safe and suitable now and for future generations.

Today a woman's
lifetime risk of breast
cancer is 1 in 8.



OUR VISION
MISSION

OUR HISTORY

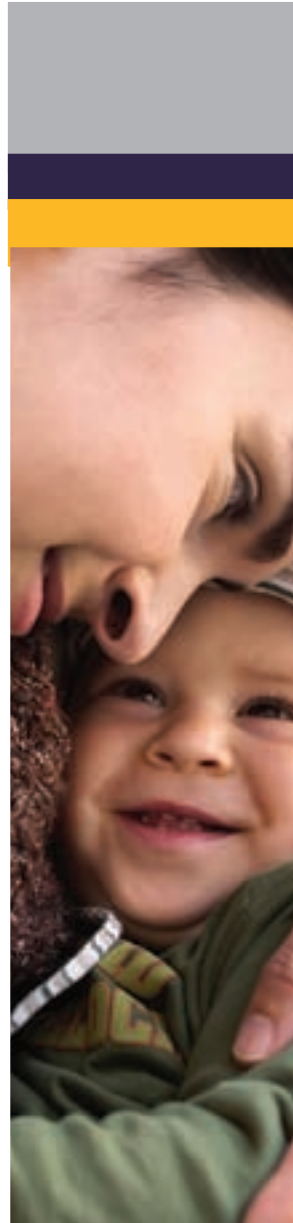
PAST

Founded in 1992

OUR HISTORY: Founded in 1992 by Andrea Ravinett Martin, twice diagnosed with breast cancer by age 45, the Breast Cancer Fund has put the spotlight on the prevention of breast cancer.

As the science has broadened and deepened, evidence linking breast cancer to environmental factors has become undeniably clear. We aim to revolutionize our public health priorities by working with state and national government leaders to create policies and laws that protect us. We help companies adopt safer practices and educate consumers about actions they can take to prevent breast cancer.

Less than 1 of every 10 cases of breast cancer occurs in women with a genetic predisposition to the disease.



**Traditional risk factors,
including genetics, family
history, diet and smoking,
only account for about half
of all breast cancers.**

At the Breast Cancer Fund, science is on our side. Our programs spring from the compelling facts within our "State of the Evidence" report, an ever-expanding knowledge base of scientific research focused on environmental links to breast cancer. As many as half of all breast cancer cases cannot be explained by traditional risk factors, and the research points to toxic chemical exposure and other environmental causes.

For the most up-to-date findings, visit
BREASTCANCERFUND.ORG
Take a look and learn what's preventable.



IDENTIFY
THE FACTS

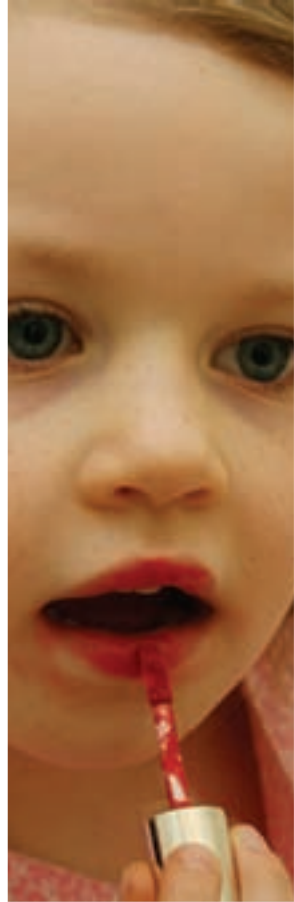
everyday carcinogens

”Nail polish makers yield on disputed chemical”

– *New York Times* headline, September 7, 2006

Unacceptable. The Breast Cancer Fund has exposed the toxic hazards in everyday products like water bottles, children's toys and cosmetics. Along with environmental health partners, the Breast Cancer Fund launched the Campaign for Safe Cosmetics with the goal of eliminating toxic chemicals from personal care products. Contrary to what most people believe, cosmetics and other consumer products may contain chemicals that are known or suspected to cause cancer—and the government isn't protecting us. We say: No more toxic chemicals in any product that we touch to our lips or give to our children. To learn more visit SAFECOSMETICS.ORG.

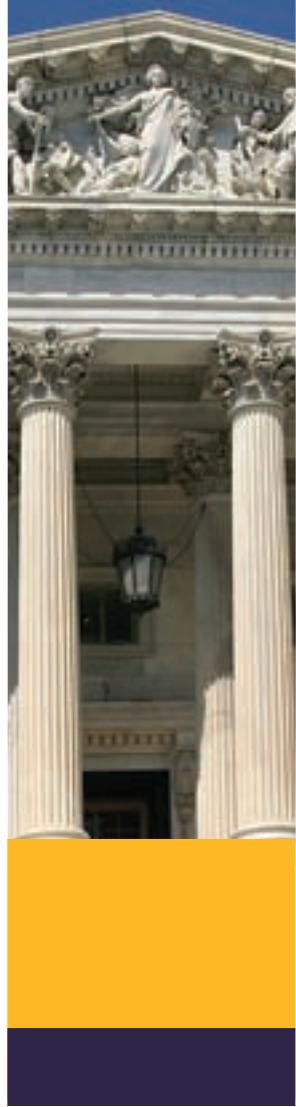
A little bit of carcinogen is not OK.



“A nationwide toxic toy ban likely to follow state lead.”

– *San Francisco Chronicle* headline, October 16, 2007

The Breast Cancer Fund engages in legislative campaigns to shape and drive environmental health policy. As a result, new laws in California and Washington are protecting people from dangerous chemicals in toys and cosmetics, toxic flame-retardants and excess radiation, and measuring the levels of harmful chemicals in people. These successes have driven similar efforts in states nationwide. On the federal level, the organization supports Congressional legislation aimed at reducing our exposure to toxic chemicals and connecting diseases with causes and solutions.



CHANGING THE CONVERSATION

USE YOUR STRONG VOICE

make IT PERSONAL

Reduce your risk. Take the next step. Learn more. It's easy: The Breast Cancer Fund has partnered with Luna Bar to put the information right in front of you. Our Pure Prevention public education campaign introduces the concept breast cancer is not inevitable. What we put in and on our bodies matters. Learn how to reduce your risk at PUREPREVENTION.ORG, then tell your friends.

GET ACTIVE | GET INVOLVED

Each year, our supporters stage hundreds of events across the country to benefit the Breast Cancer Fund. Our signature event, Climb Against the Odds, engages breast cancer survivors, supporters and others impacted by the disease to climb mountains. If climbing isn't your thing, look for other ways to get involved. You can ride a bike, take a hike or even catch a flick at the LunaFest film festival. Just get active in one of the many events across the United States to benefit the Breast Cancer Fund's advocacy for prevention. To find an event in your area, visit breastcancerfund.org and sign up for our e-newsletter.



FOR PREVENTION

I climb mountains because 1 in 8 women will face breast cancer and that is unacceptably high. There are things we can do to change that risk. My passion for the mountains is one way I can help the Breast Cancer Fund make a difference for the future.

- Cathy Ann Taylor,
Climb Against the Odds training leader and Strong Voice



JOIN OUR NETWORK

We learn more every day about breast cancer's environmental causes. Keep current on the facts, make your voice heard and find ways to get involved at breastcancerfund.org. Better yet, sign up for the Breast Cancer Fund e-newsletter online and we'll deliver the top news to you every month. Read the facts about environmental causes of breast cancer. Do your homework on safe cosmetics. Spread the word. Climb a mountain if you feel like it, but don't keep the secret of prevention to yourself.



BREASTCANCERFUND.ORG

1388 SUTTER STREET | SUITE 400 | SAN FRANCISCO, CA 94109 | P: 415.346.8223



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