

ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN

## Beautifully United to Help End Breast Cancer



Since 1992, The Estée Lauder Companies and its charitable foundation have funded more than \$131 million to support research, education and access to medical services globally.

However in the UK:

- One woman is diagnosed with breast cancer every 10 minutes (Breast Cancer Now)
- 1 in 7 women will develop breast cancer in their lifetime (Cancer Research UK)
- Over 2 in 5 (43%) women in the UK do not check their breasts regularly for signs and symptoms of breast cancer\*. (Breast Cancer Now)

#TimeToEndBreastCancer



[www.ELCompanies.co.uk/BCC](http://www.ELCompanies.co.uk/BCC)

@esteelaudercompanies f in y The Estée Lauder Companies

## Remember To Check Your Breasts Regularly

There's no special way to check your breasts and you do not need any training. Getting to know how your breasts look and feel will help you know what is normal for you. You will then be more confident about noticing any new or unusual changes and reporting them to your GP. While most breast cancers occur in women over the age of 50, it can affect people of any age, including men, so it's important that everybody is breast aware and gets into the habit of regularly checking.



Dr Zoe Williams (@drzoeWilliams),  
GP and UK&I Ambassador for The  
Estée Lauder Companies Breast  
Cancer Campaign.

“We need to feel free to talk about breast health; it should be part of your routine, just like brushing your teeth. There's no shame in breast checking, they are part of our bodies and everyone - regardless of age, shape or size - should feel empowered to check. The sooner breast cancer is found, the more successful treatment is likely to be. It's time for everyone to unite, because together we can move forward in our mission to reduce the number of breast cancer cases.”

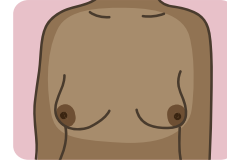
### IMPORTANT

If you notice a change in your breasts, contact your GP. Most breast changes are normal or due to a benign (not cancer) breast condition, but it's important to find out what's causing the change by contacting your GP as soon as you can.

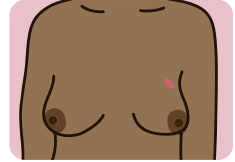
**BREAST  
CANCER  
NOW**  
The research &  
support charity

### Common signs of breast cancer

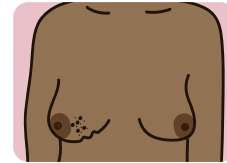
The information provided on this leaflet is from Breast Cancer Now. Some of these signs and symptoms may appear differently on various skin tones. No matter what size or shape your breasts are, **check them regularly**.



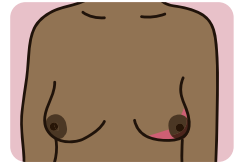
Check all parts of your breasts, your armpits and up to your collarbone (upper chest) for **changes**



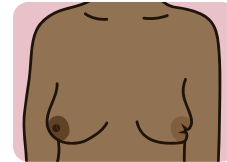
A **lump or swelling** in the breast, upper chest or armpit



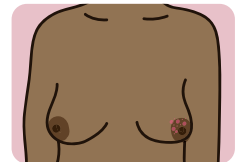
A **change to the skin**, such as puckering or dimpling



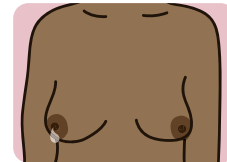
A change in the **colour** of the breast – the breast may look darker, red or inflamed



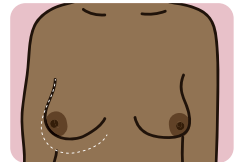
A **nipple change**, for example it has become pulled in (inverted)



**Rash or crusting** around the nipple



**Unusual liquid** (discharge) from either nipple



**Changes in size or shape** of the breast

On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

These illustrations are meant as a guide.  
Check anything that looks or feels different for you with a GP.