



Breast Cancer Awareness Through "Take Ten" Campaign

The Balustrade Agency, March 21, 2008

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Women urged to take ten minutes a month to perform potentially life-saving breast self-exams.

PR9.NET March 21, 2008 - San Diego, USA - A new national campaign encourages women to just "Take Ten." The message: Take ten minutes a month to perform a breast self-exam and possibly save your life.

One in eight American women is stricken with breast cancer. Most women know that they should regularly check their breasts themselves in addition to annual doctor visits and mammograms. But they either don't know how to do it properly or just won't take the time—even though it only requires no more than ten minutes.

A new program called "Breast Sense" encourages women to get into the routine of doing a monthly self-exam. It also shows them the right way to do it—and how to do it more effectively with the help of a flexible, polyurethane glove which magnifies the sense of touch. All that a woman has to do is simply slip her hand into the glove and feel the difference as her fingers glide across breast tissue.

The glove, registered with the FDA as a Class II medical device, is imported from the United Kingdom where 1.5 million kits have already been sold. It's available without a prescription and is being offered by a San Diego company primarily targeting hospitals, major corporations, and faith-based organizations.

Says John Fitzpatrick, Vice President of Marketing for the Balustrade Agency, "By performing a monthly exam the chances are that women will enjoy peace of mind because they won't feel any changes. It's also important to note that 80 per cent of lumps turn out to be non-cancerous. But for those women who do detect a difference which turns out to be breast cancer—sooner is better than later. More than 96 percent of women whose breast cancer is discovered early are disease-free five years later."

The Balustrade Agency is making quantities of the breast check glove available at significant discounts. The company is donating part of the proceeds to breast cancer charities.

More information is available at its website: www.BreastSenseUs.com

Contact
John Fitzpatrick
858.354.2262
info@BreastSenseUS.com

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About The Balustrade Agency

The Balustrade Agency specializes in breast cancer awareness and education.

Website: <http://www.BreastSenseUS.com>