



# HEALTH AWARENESS

## Twenty-One Years Of Thinking Pink

(NAPSA)—Pink ribbons at awards shows and pink products on store shelves have made Americans more aware than ever of the prevalence of breast cancer. With the familiar pink ribbon symbolizing the fight against the disease, 2005 marks the 21st anniversary of raising awareness and educating Americans about breast cancer detection, diagnosis and treatment.

Early detection is crucial when it comes to saving women's lives. When breast cancer is found early, the five-year survival rate is 96 percent, according to the National Breast Cancer Foundation.

To help encourage breast cancer awareness, many of today's most popular consumer products don a rosy pink hue to draw attention to the disease during October—which is National Breast Cancer Awareness Month. Examples range from limited-edition pink lipstick to crimson-colored high heels and sneakers. In addition to going pink, some corporations donate a portion of their pink product sales to cancer awareness organizations and research groups across the country.

This fall, shoppers can look good in their lipstick and high heels, and freshen their breath at the same time, all in an effort to support women with breast cancer and their families. The Tic Tac® brand is also altering its famous boxes for the first time in the brand's 36-year history. Tic Tac



**Pink ribbons for cancer awareness go back more than two decades.**

Freshmint flavor boxes will take on new pink packaging during September and October 2005. A portion of the sales from the "Pink RibbonBoxes" will go to CancerCare, a 60-year-old national organization that provides free direct services to those affected by cancer. The Tic Tac brand is also sponsoring several fundraising walks throughout the Northeast to raise funds for cancer support services.

For more information about support services for people affected by breast cancer, go to [www.cancercare.org](http://www.cancercare.org).