



WOMEN'S HEALTH

New Resource Provides Answers For Life After Breast Cancer— Ribbon Of Pink Breast Cancer Education Program

(NAPSA)—Every three minutes, a woman in the United States is diagnosed with breast cancer. And over 75 percent of women who are diagnosed with breast cancer are age 50 or older. However, studies show that more women are living longer after breast cancer than ever before.

“Once my treatment was over, I was grateful to be alive,” said Elizabeth McKenzie, a 58-year-old breast cancer survivor. “I remember thinking just a few days after my last chemotherapy treatment that if all I got out of it was that day, it was enough. My whole attitude turned around. Being alive is good.”

Today there are groundbreaking treatments for breast cancer, and science continues to make great strides in research, bringing us one step closer to a cure. For any woman with breast cancer and for anyone who loves someone with breast cancer, the news has never been more hopeful.

RibbonofPink.com is designed to help breast cancer patients, survivors, their families and friends through and beyond the transition from treatment for breast cancer to living after this initial treatment; “life after breast cancer.” The initiative is sponsored by Novartis Oncology and addresses the need for breast cancer patients and survivors to stay

Following are some tips for helping breast cancer survivors stay cancer-free:

- See your doctor for follow-up visits
- Annual mammograms of the contralateral breast (the breast unaffected by cancer) for women who have had a mastectomy
- Annual mammograms of both breasts for women who have had a lumpectomy
- Fit exercise into your daily routine; studies show that women have an improved quality of life, decreased fatigue and improved fitness in as little as 12 weeks following an exercise program
- Maintain your emotional health by tapping into your support network
- Work with your doctor to manage effects of menopause and protect your bones



informed and connected with their physicians and support community. The Web site includes information about new developments in breast cancer treatment, taking steps to maintain health and wellness and increase a woman's chance of staying cancer-free.

“Many breast cancer patients are living well beyond their initial diagnosis and treatment regimens and are looking for tips that help them continue to live healthy, productive lives,” said Dr. Christy Russell, medical oncologist at University of Southern California/Norris Comprehensive Cancer Center and Hospital. “I welcome

new educational resources that help breast cancer patients to stay informed and provide guidance to increase a woman's chance to remain cancer-free. RibbonofPink.com is an example tailored to help breast cancer patients continue to live life during and beyond treatment.”

According to the National Cancer Institute, the five-year survival rate for cancer that has not spread to other parts of the body is 80%. Many people translate this to “being a survivor” if you've made it five years past the initial treatment. This is true; however it's important to know that although the risk of cancer coming back decreases the more time passes, it never goes away completely.

Because many factors contribute to breast cancer recurrence, every woman's risk is different. If you or a loved one is concerned about increasing the chance of remaining cancer-free, talk to your physician, as there continues to be new and exciting research developments in breast cancer therapy.

For more information about increasing the chance of remaining cancer-free, supporting a loved one who is a breast cancer patient or survivor and other questions about life after breast cancer, visit www.ribbonofpink.com.