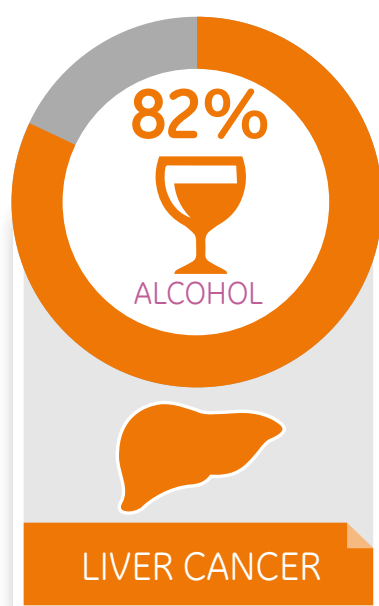
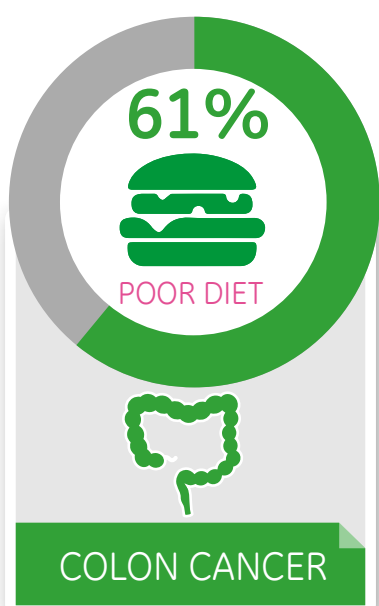
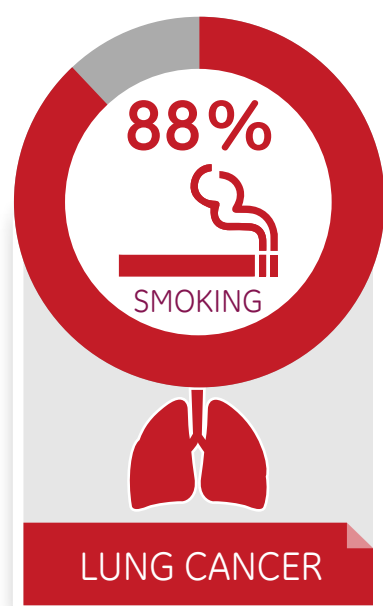
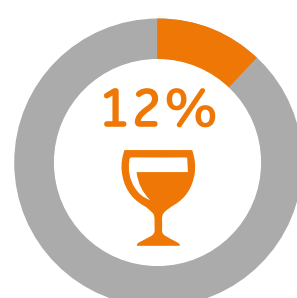
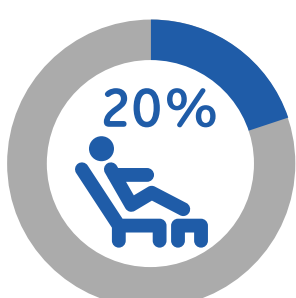
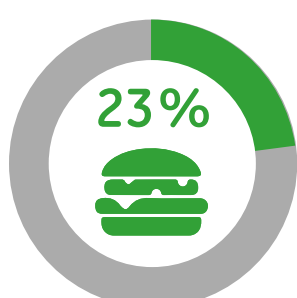




PEOPLE ARE AWARE OF THE LINK BETWEEN BAD HABITS AND THEIR RISK OF CANCER ACROSS MOST FORMS OF CANCER...



... BUT IN BREAST CANCER, THERE IS NO CONSENSUS

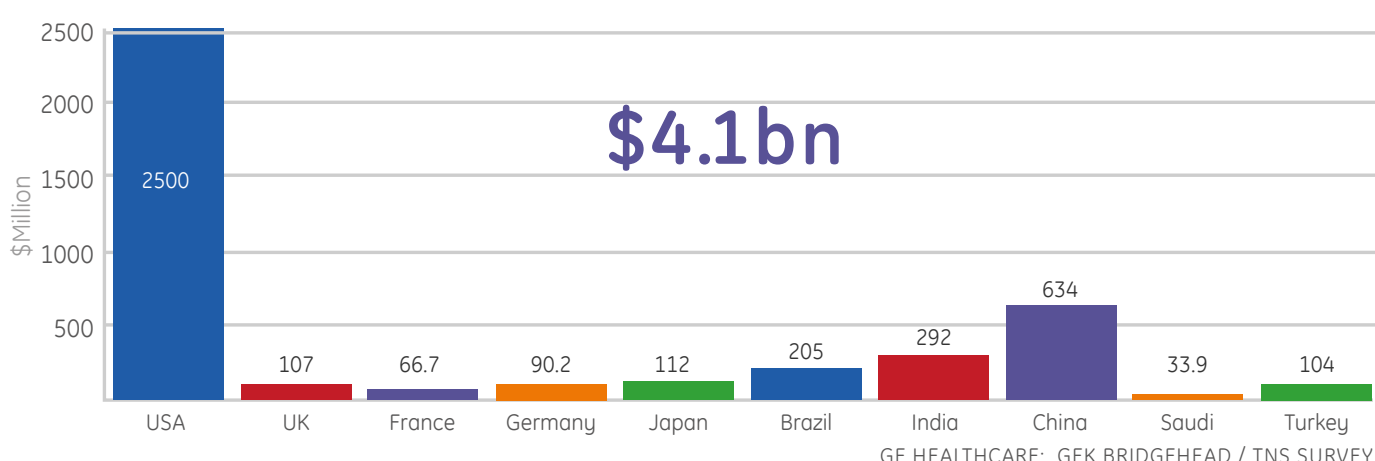


IN FACT, **57%** OF PEOPLE FEEL THAT NONE OF THESE FACTORS ARE ASSOCIATED WITH AN INCREASED RISK OF DEVELOPING BREAST CANCER

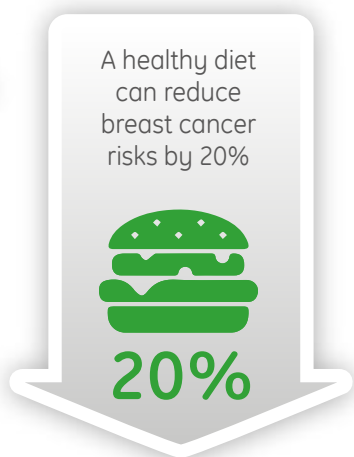
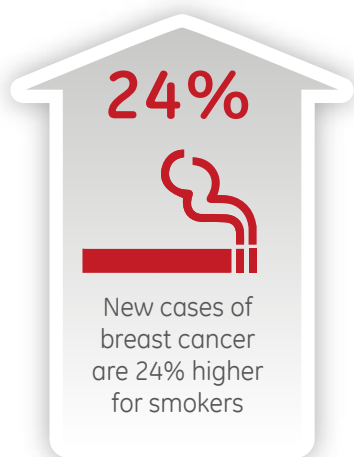
MEANWHILE THESE BAD HABITS ARE ADDING SIGNIFICANTLY TO THE GLOBAL COST OF TREATING BREAST CANCER

CURRENT COST TO TREAT BREAST CANCER ACROSS 10 COUNTRIES DUE TO:

ANTICIPATED COST ACROSS 10 COUNTRIES TO TREAT BREAST CANCER IF THESE BAD HABITS WERE REMOVED:



A BETTER UNDERSTANDING OF THE IMPACT THESE BAD HABITS HAVE ON CANCER RISK COULD POTENTIALLY REDUCE INCIDENCE OF BREAST CANCER. FOR EXAMPLE...



AND A BETTER UNDERSTANDING OF THE OTHER TOP RISKS FOR BREAST CANCER HELPS TO DISPELL THIS UNCERTAINTY



Gender:
The primary risk factor for breast cancer



Age:
The second highest risk factor for breast cancer



Oral contraceptives:
Increase the risk of breast cancer in current and recent users



Breast feeding:
Women in developed countries are at increased risk as they have fewer children and a limited duration of breastfeeding



Previous breast disease:
Some non-malignant breast conditions carry an increased risk for breast cancer



Family history:
A woman with one affected first-degree relative (mother or sister) has approximately double the risk



HRT:
66% increased risk of breast cancer compared to non-users



Breast density:
Women with the most dense breasts have around four times the risk of breast cancer

LEADING TO A POPULATION WHO ARE BETTER INFORMED AND BETTER EQUIPPED TO MAKE THE RIGHT LIFESTYLE DECISIONS TO REDUCE THEIR RISK OF BREAST CANCER #TacklingCancer