

# WORLD PINK

WORLD WITHOUT  
BREAST CANCER™

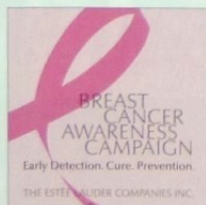
Wear a pink ribbon. Make a difference.

Imagine a world without breast cancer. The Estée Lauder Companies Inc. Breast Cancer Awareness Campaign is dedicated to raising awareness that early detection of breast cancer greatly enhances the chances of survival.

Wear a ribbon. Get involved. We can turn the world pink. We can save so many lives.

In Malaysia, we support the Breast Cancer Welfare Association (BCWA), Cancer Research Initiatives Foundation (CARIF) and provide free or subsidised mammogram screenings through The National Cancer Society of Malaysia (NCSM) at 03-2698 7351 and College of Radiology Malaysia at 07-335 7211 (JB) and 07-932 5228 (Segamat). (Terms and conditions apply)

For more information, please email [Worldpink@my.estee.com](mailto:Worldpink@my.estee.com) or call 03-2092 6000.



Participating Brands: Aramis • Bobbi Brown • Clinique • Donna Karan Fragrances • Estée Lauder • GoodSkin Labs • Lab Series Skincare For Men • La Mer • Origins • Sean John Fragrances • Tresemmé Haircare Fragrances

# CLEO

## THINK

# PINK

# PROJECT

THIS BREAST CANCER AWARENESS MONTH, WE GIVE YOU NO SCARY STATS AND FIGURES. INSTEAD, WE CELEBRATE YOUR LADY LUMPS WITH USEFUL FUN FACTS. HERE'S TO A HEALTHY LIFE TODAY, TOMORROW AND INTO YOUR FAR FUTURE.

# So you've found a BREAST LUMP

**Don't panic. You just need to learn what are normal changes for your breasts. By Paula Kennedy**

**Y**ou're in the shower humming the latest Lilly Allen hit when suddenly you feel something like the size of a pea under the skin in your breast. You feel sick to your stomach and immediately think the worst. How long has it been there? Does this mean you're going to die? Will you have to have your breast removed? How painful is chemotherapy?

## Don't panic

Before you hyperventilate from nerves, consider this. Ninety percent of lumps found by women are not cancer but are due to some other cause. That doesn't mean you should delay seeking medical advice. "The earlier breast cancer is diagnosed and treated the better the chance of successful treatment," says breast cancer specialist, Dr Helen Zorbas. "During the last 20 years, survival rates for women have vastly improved. Death is now the least likely outcome of breast cancer because our range of treatments are so effective."

Though the majority of breast lumps are not painful that does not mean that a painful lump is not cancerous – so see your doctor if you are experiencing breast pain

that is unusual or out of the ordinary – particularly if there is a lump as well. "Tender breasts most often occur due to hormonal fluctuations while unusual symptoms like stabbing pains in the breast may be due to muscle tension or an ill-fitting bra," adds Zorbas. Burying your head in the sand or saying you're too busy to get to the doctor or being in denial about the whole thing could lower your chances of beating breast cancer if you actually have the disease and only get diagnosed at an advanced stage.

Still, this is no reason to panic. Keep in mind that breasts change with age and other influences, which can make the tissue feel more tender, thick or lumpy. Possible non-cancerous causes include:

**HORMONES:** Breasts change with age and influences such as the contraceptive pill, which can make breast tissue feel more tender, thick or lumpy.

**FIBROADENOMAS:** These smooth, firm often-round lumps of fibrous and glandular tissue are more often found in younger women. If they show signs of changing or growing they may need to be removed via a simple operation.

**CYSTS:** These fluid filled sacs are more common in women aged 30 to 35 and may sometimes be related to Hormone replacement therapy (HRT). The fluid can be drained via a fine needle syringe.

**BLOCKED MILK DUCTS:** If you're a mother and breastfeeding, a red sore lump may appear when you are breastfeeding and could lead to mastitis. See your GP to confirm this is the cause and check if antibiotics are required.

## Investigating a breast lump

Regardless of what you think may have caused your breast lump; you should arrange to see your doctor as soon as possible. She may refer you for further investigation in the form of a:

**MAMMOGRAM:** With your breast flattened on a large slide, a low-dose X-ray is passed through your breast tissue. It can pick up very small cancers, sometimes the size of a grain of rice. Down the track when you reach the age of 50 to 69, you should have a mammogram every two years to check for cancerous growths.

I don't remember feeling that lump there last month... Am I being paranoid?



PHOTOGRAPHY GETTY IMAGES

## CHECK YOUR breasts

TAKE TIME TO GET TO KNOW THE NORMAL LOOK AND FEEL OF YOUR BREASTS WHILE SHOWERING, DRESSING OR LOOKING IN THE MIRROR SO YOU CAN DETECT ANY CHANGES. SIGNS TO LOOK FOR INCLUDE:

- A lump, lumpiness or thickening.
- Changes to the nipple – such as a change in shape, crusting, a sore or an ulcer, redness or a nipple that turns in (inverted) when it used to stick out.
- Changes to the skin of the breast – such as dimpling of the skin, unusual redness or other colour changes.
- Change in the shape or size of the breast – either an increase or decrease.
- Unusual discharge from the nipple without squeezing.
- Swelling or discomfort in the armpit.
- Persistent, unusual pain – if this is not related to your normal monthly cycle, remains after a period and occurs in one breast only.

Though not necessarily cancer, these signs should be checked by your doctor without delay.

**ULTRASOUND:** By examining the way the sound waves bounce back from the breast or pass through it, doctors can identify and assess changes in breast tissue. “Younger breast tissue is usually more dense, which makes any early signs of cancer harder to see in a mammogram,” says Zorbas. “For this reason, if a younger woman finds a lump which requires further investigation, ultrasound is usually recommended first because the clarity of the image is unaffected by breast density.”

**FINE NEEDLE ASPIRATION BIOPSY:** A small sample of cells is drawn out via a thin needle from your lump or area of breast change. The cells are then checked for cancer.

**CORE BIOPSY:** Similar to a fine needle biopsy, except a larger needle is used. Under local anaesthetic, a small cut is made in your breast and several narrow sections of tissue are removed from the lump then checked for cancer.

## Beyond breast cancer

If your lump turns out to be nothing serious, you will obviously celebrate and breathe a huge sigh of relief. However, you

should make sure you don't become slack about your breast health though. Keep doing regular self-checks of your breasts, preferably once a month (see “Check your breasts” box). If your breast lump turns out to be cancer, you will have to choose which kind of treatment you want. The site of breast cancer, how slow or fast it is growing and whether it has spread to other areas of the body, all influence a woman's prognosis. About 75 to 80 percent of women live to the five-year mark after diagnosis, which is the riskiest time for the cancer to return. Where the cancer is caught early the survival rate for younger women is 85 percent.

## Treatment options

For anyone with breast cancer, it is important to realise that a positive outcome is highly likely because the range of treatments are now so effective. The first line of defence is to remove the cancerous tissue. Here are some of the options your doctor may suggest:

**1 LUMPECTOMY**  
Most breast tumours are no bigger than 2cm and for these, a surgical

procedure called a lumpectomy is usually conducted, to remove the tumour and a small rim of normal breast tissue around it.

## 2 A MASTECTOMY

If the tumour is bigger or the cancer more widespread, a mastectomy is recommended. This involves removal of the entire breast. This tissue is sent to pathology where the cancer is graded to see how aggressive it is:

- **Grade 1** is a cancer caught in the early stages where the cells look much like normal breast tissue.
- **Grade 2** has some normal and some deviated cells.
- **Grade 3** is a more aggressive cancer.

## 3 LYMPH NODE REMOVAL

Breast cancer first grows in the ducts of the breast and may then spread to the surrounding tissue and the lymph nodes in the underarms. In the past, between six and 15 lymph nodes were removed from under the armpit and examined to see if the cancer had spread. Cut to the present

and a more cutting edge procedure called Sentinel Node Biopsy (SNB) is revolutionising breast cancer treatment. By injecting dye into the nodes, doctors identify which lymph node the breast drains to first. If it shows no sign of cancer cells, there is no need for further surgery. If cancer is detected, then that lymph node and all the other lymph nodes are removed.

## 4 RADIOTHERAPY

Controlled X-ray doses are aimed at the general site of the cancer such as the breast tissue, the armpit and sometimes the lower neck. The aim is to destroy any remaining cancer cells in the breast (after tumour removal) or in the breast tissue (after mastectomy).

## 5 CHEMOTHERAPY

This drug is usually given via an intravenous drip during treatment cycles that may last for weeks or months at a time with intervals of no treatment in between. Chemo works by damaging cancer cells in the bloodstream to stop them multiplying in the body. It may be used on its own or with surgery and/or radiotherapy.

## 6 DRUG THERAPY

Breast cancers don't all have the same profile so tests are conducted to identify if the cancer is sensitive to oestrogen or HER2 (human epidermal growth factor). If so, one of several different types of drugs may be prescribed to block hormone production. These drugs, such as Tamoxifen and Arimidex, are also being explored as a preventative measure for women who don't have breast cancer but have inherited a high risk. Read more about your risks in sidebar “Know your risk”.

## 7 BREAST RECONSTRUCTION

After surgery for breast cancer, some women opt for rubberised or silicone breast prosthetics worn in a special bra. Others undergo breast reconstruction which can be conducted: using silicone implants; by cutting shoulder tissue and transplanting it to fill the breast cavity or; moving tissue from the stomach to the breast.

# KNOW YOUR risk

As we discover more pieces in the puzzle of what causes breast cancer our knowledge of how to protect ourselves grows day by day. This has led to better education and detection resulting in less women dying from the disease. Make sure you are savvy about your risks by answering the following questions:

### Did you get your periods early?

About 60 percent of breast cancers are sensitive to the hormone oestrogen, which causes the cancer to grow. Lifestyle factors that increase exposure to oestrogen also increase breast cancer risk including: early menstruation (before age 12) and late menopause (after 55).

### Have you had children in your 20s?

If you start a family before the age of 28 you are less at risk of breast cancer than older mums and women who have never had children. Why? Possibly because the changes of pregnancy cause breast cells to mature and become more resilient. Breastfeeding your kids also seems to have a protective effect, once again most likely because this reduces the number of times you menstruate.

### Are you overweight?

Oestrogen, which can feed some breast cancers, is produced by fat tissue, so the more overweight you are the higher your breast cancer risk. Women who eat more than 90g of fat a day appear to have double the breast cancer risk of women who only eat 37g of fat. That's good reason to stick to lean meat, low fat dairy products and snacks of fruit and vegetables sticks instead of crisps or biscuits.

### Do you skimp on sleep?

If you get six hours of sleep or less a night you bump up your chances of developing breast cancer, according to Japanese research. This is most likely due to hormonal changes such as increased insulin resistance, which occur due to sleep loss.

### Do you eat too much processed meat?

Processed sandwich meats like pressed chicken and ham have been shown in studies to increase your risk of developing breast cancer. That means you should not opt for meats like bacon and sausages. Be careful how you cook meat as well. The charring of food on the BBQ creates compounds such as heterocyclic amines (HCAs), which have been linked to cancer. Marinating meat in sauces containing vinegar, olive oil and citrus juice can help lower HCAs by almost 70 percent according to growing research.

### Do you drink too much alcohol?

One standard alcoholic drink a day increases your risk of breast cancer so try not to go on drinking binges and have several chardonnay-free days every week.

### Has a member of your family had breast cancer?

Less than five percent of breast cancer is due to an inherited risk. However, if a first-degree relative such as your sister or mother has been diagnosed, your risk of breast cancer is higher. Signs of family history include breast cancer in a close relative (e.g. sister, aunt – particularly if she's under 50) and a history of other cancers such as bowel and ovarian cancer. Regardless of whether you have family history or not, the most important protection is a breast-friendly lifestyle which includes regular exercise, a balanced diet and a few less nights out on the town.

## The five-year mark

Once you are diagnosed with breast cancer your prognosis is based on a combination of factors such as where the cancer is, how fast it is growing and if it has spread to a secondary site in your body. Again, the first five years mark the riskiest time for the cancer to return. During this period there is regular follow up with three monthly visits to the breast specialist, combined with tests like ultrasounds and mammograms. If you are doing well, the follow up checks then become six monthly and yearly. All this is a lot of info, but the important thing is to know your facts now as it could very well save your life – or someone you know.



# 10 things you DIDN'T KNOW about your BOOBS

How do I get big boobs without going big everywhere else?

**There's more to your headlights than keeping your bikini top in place.**  
By Elsa Samuel

**1 THERE'S A "BEST" TIME TO GO FOR CHECKS.** Your boobs are at their smoothest and least tender the week after your period, so it's the best time to have your gyno check out any lumps.

**2 BOOBS GET SUN-BURN'T.** "Bathing suit fabric can be pretty sheer. Your bikini top probably provides only a paltry SPF 5 or 7," says Dr Debra Jaliman, MD. So slather your set with sunscreen each time you're outdoors in your swimmers.

**3 YOUR BOOBS WEIGH LESS THAN YOU THINK.** An A-cup weighs in at only a quarter pound; a B, about half a pound; a C, three-quarters of a pound; and a D, around one pound.

**4 EACH PAIR HAS ITS OWN POINT.** Just like a snowflake, nipples come in varying sizes and point in different directions. "Whether your nipples go up, down, left or right depends on their structure and where the areola sit on the breasts," says Dr Laurie A. Casas, a plastic surgeon and associate professor of surgery at Northwestern Feinberg School of Medicine.

**5 YOUR BOOBS CAN GET FAT.** "As you age, the glands and collagen shrink and are replaced by more and more fat," says Dr Casas. Over time the extra fat can cause your boobs to sag. Wearing an underwire bra can help slow down but not stop sagging.

**6 BREASTS HAVE A T-ZONE.** The area above and between your boobs is packed with oil glands, leaving it prone to blackheads and pimples. Also, the bigger your boobs, the more you sweat creating an ideal environment for bacteria that causes blemishes, says Dr Jaliman.

**7 CLEAVAGE IS NOT JUST FOR BIG BOOBS.** Two women can have the same cup size, but if one woman's breasts are fuller in the middle or naturally set close together, she has greater cleavage says Dr Casas. If your body is narrow below your shoulders, you can create a deeper décolletage.

**8 YOU GET YOUR SET FROM EITHER PARENT.** Can't figure out why you're a basic B while your sis fills

a D-cup and your mum is a minuscule A? This is because "You have an equal chance of inheriting your shape from either your maternal or paternal side," says Alexander Swistel, MD.

**9 THE LEFT ONE IS USUALLY BIGGER.** Like your hands and your feet, no two breasts are equal in size. And though experts aren't sure why, it's your left one which is usually larger, says Dr Swistel.

**10 THE TWINS GROW PAST PUBERTY.** Your peaks experience a growth spurt when you're in your teens, but "breasts don't reach their full size until a woman is in her early 20s," explains Dr Swistel. After you hit quarter-century, however, your boobs won't get bigger unless you gain weight, get pregnant or in some cases, go on the Pill.



I'm the kind of person who looks for special moments every day. I don't let a day slip by without finding a reason to be thankful or an opportunity to cherish a moment. It might mean laying out a pretty tablecloth or lighting candles for an ordinary dinner. Or opening a bottle of Cabernet Sauvignon in the evening to share with my husband. It might mean writing a card to tell an old friend I miss her. Or baking up a batch of Mom's favourite pineapple tarts under her watchful eye. Or stopping to gaze at the awe of looming storm clouds in the sky. It might mean curling up in my favourite chair with a Nicholas Sparks novel and a mug of Earl Grey. Or feeling good sashaying out in that turquoise dress I bought even if it's a size 14. It might mean breathing in the scent of freshly baked bread wafting out of a bakery at dawn. Or going out with the girls to catch a movie we've been dying to watch. It might mean leaving the office early to cook dinner for my parents. Or driving 250 miles and back for a plate of the best roast duck in the country. It might mean splurging on a radical new hair cut and not wincing at the bill. Or spending a blissful afternoon just sharing pictures and gifts on Facebook. It might mean waking up 2 hours late on a work day and calling in "sick" eventually. Or cuddling my Pomeranian and feeling him snuggle up to me. Or parking myself on the couch the whole weekend to finish the entire season of Grey's Anatomy. It might mean seeing my best friend walk down the aisle to the man of her dreams. Or singing loudly along to the songs blasting away on the radio in my Mini. It might mean pampering myself with a nice long massage and relaxing in the bathtub after. Or travelling overseas with a half empty bag and returning with extra luggage. The opportunities to find happy moments are endless and that's how I plan to live for the longest time.

PHOTOGRAPH BY JIMMY KIMMEL

A cancerous lump in your breast as tiny as an ordinary full stop can disrupt everything you're living for. So please check your breasts regularly. Early detection might just save you from a life of full stops. And save you. Call (03) 7954 0133, send an email to info@breastcancer.org.my or visit www.breastcancer.org.my to learn more.

