

# Supporting women's health

**S**OFTLAN, Malaysia's No.1 fabric conditioner, aims to raise RM70,000 towards initiatives for the early detection of breast cancer. In conjunction with the world breast cancer awareness month this month, Softlan aims at supporting the National Cancer Council (Makna), National Cancer Society Malaysia (NCSM) and Breast Cancer Welfare Association (BCWA) in their quest to raise awareness that breast cancer is a significant threat faced by women in Malaysia.

Breast cancer remains the biggest health fear among women today. It accounts for more than 30% of female cancer cases and to date, is the No.1 medical cause of death for women. In Malaysia, approximately one in 20 women is at risk of developing breast cancer, based on a study known as *The Second Report of the*

## Softlan aims to raise RM70,000 for early detection of breast cancer

*National Cancer Registry.*

From now until Oct 31, Softlan will set aside 10 sen from the sales of each Softlan bottle with the pink ribbon neck tag (pic).

The proceeds will be donated to Makna, NCSM and BCWA to support initiatives towards the early detection of breast cancer.

Colgate-Palmolive Marketing Sdn Bhd marketing director Chris Pikounis said: "In keeping true to its values of love and caring, Softlan aims to contribute and support the communities that we work and live in.

"Softlan recognises breast cancer as a major health risk for women in Malaysia and early detection is vital in reducing breast cancer fatali-

ties. Therefore, we are contributing 10 sen from the sale of each Softlan bottle with a pink ribbon tag to Makna, NCSM and BCWA.

"We hope that through this initiative, the public will be more aware of the threat of breast cancer and the importance of early detection. This campaign will also serve as a platform to connect the community with a worthy cause that it can relate and contribute to. Many people may want to help but may not have the time or may not know how to do so. Softlan invites shoppers to help fight breast cancer by simply purchasing a Softlan bottle with a pink ribbon neck tag," elaborated Pikounis.

### About Colgate-Palmolive

Colgate-Palmolive is a global company serving millions of consumers every day. The company's brands in Malaysia are Colgate, Palmolive, Protex, Softlan, Ajax, Glo and Axion.

□ For details, visit [www.colgate.com.my](http://www.colgate.com.my).

