

Scar treatment:
Restore confidence
with effective
scar care >6

StarSpecial

Naturally organic:
Botanic extracts
for your health
and beauty >20

WOMEN'S WORLD

Touch someone's life...

help extend the pink lifeline.

International
Breast Cancer Awareness Month
October 2009

Softlan 
in support of
Early Detection of Breast Cancer

Supporting women's health

SOFTLAN, 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.



Advanced cosmetics

FRANCHE Cosmetics are created using state-of-the-art technology by blending vitamins and mineral pigments that are pulverised, culminating in micro-crystals.

When these pressed crystals are applied to the skin's surface, they form a thin protective layer against free radicals, while allowing the skin to breathe normally. Your skin will look more beautiful when wearing the velvety Mineral Cosmetics, which are long-wearing and highly water-resistant even during extreme exercise, high humidity, or rain.

Franché Mineral Cosmetics treats and protects the skin without any talc, alcohol, dye, oil, fillers, fragrances or preserva-

tives. It has virtually no allergy risk and is composed of inert minerals that do not encourage the presence of bacteria.

Franché Mineral Cosmetics will not clog pores. Its pressed products provide a full spectrum of UVA and UVB sun-protection factor (SPF) of 20 in a micronised mineral base that includes zinc oxide and titanium dioxide.

Franché Mineral Cosmetics primary ingredients include Bismuth Oxychloride which has anti-inflammatory properties that soothe sensitive or irritated skin.

This is especially beneficial for clients with rosacea or acne-prone skin.

For more information, call 03-9283 2714.



A woman means so much to so many people.



But she is at risk of breast cancer, the most common form of cancer among women in Malaysia.

You can help in the fight against breast cancer. For every Softlan bottle with pink ribbon tag you buy, Softlan will set aside 10 sen for distribution to Makna, NCSM and BCWA towards early detection of breast cancer.

Touch someone's life, help extend the pink lifeline.



In partnership with.



For more information, please call Toll-Free no. 1-800-883-918

Fund collection & receipt will be audited by an independent agency