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Prevalent in pink

This is global Breast Cancer Awareness Month, so to help raise funds for the cause, many companies and organizations have included pink in their campaigns, the color associated with the disease

Approximately one-quarter of the women diagnosed with breast cancer are under the age of 50, and some seven percent are under 40. The success of treating breast cancer for women of all ages depends on the time of detection. Therefore, it is of the utmost importance to have an annual check-up for early detection of the disease.

By Efrat L. Cohen



Pink and proud

"This is a pink shirt" is the caption imprinted on black T-shirts produced by Estee Lauder and sold for NIS 50. All proceeds from the sale of the T-shirts are being donated to The Israel Cancer Association. Celebrities were photographed wearing the T-shirt for a local campaign that is a part of an international one. Available at MAC and Bobbi Brown stores and at www.drugstore.co.il For more information about the Estee Lauder breast cancer awareness campaign (BCA), visit www.bcacampaign.com.