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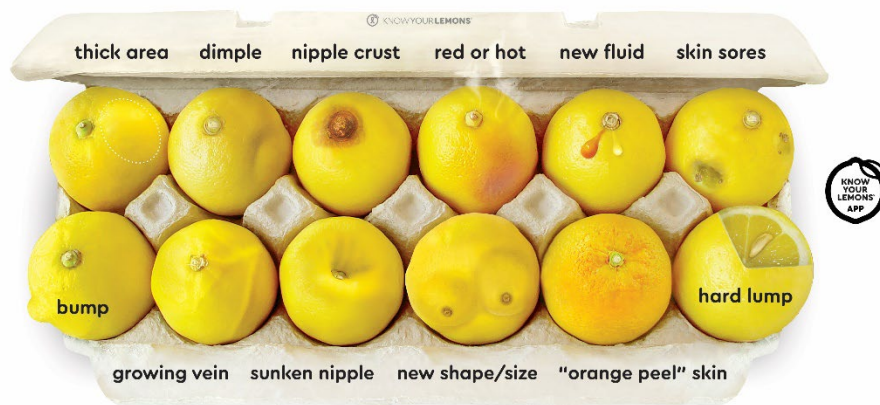
**Pierre Fabre**

## Pierre Fabre Laboratories Announces Global Partnership with Know Your Lemons Foundation for Breast Cancer Awareness Month

*Innovative Campaign Focuses on Early Detection and Empowering Education Throughout October*

**Castres, France, September 29, 2025** – Pierre Fabre Laboratories is proud to announce the launch of a worldwide initiative in collaboration with the [Know Your Lemons Foundation](#),<sup>1</sup> timed to coincide with Breast Cancer Awareness Month this October. This strategic partnership embodies our unwavering commitment to breast cancer prevention and supports the global mission of early detection through accessible and innovative education.

Founded in 2014 by Corrine Ellsworth Beaumont, the Know Your Lemons Foundation focuses on breast cancer education. Inspired by personal experience and professional expertise in health communication, Corrine developed a creative approach using lemons as a visual metaphor. The 12 lemons, each representing a potential symptom of breast cancer, have become the centerpiece of the foundation's educational tools, which include an award-winning mobile app recognized at the 2025 Webby Awards for excellence on the internet.<sup>2</sup>



Today, Know Your Lemons stands as the only international organization solely dedicated to early detection education. Its tools have reached more than 1 billion people in over 100 countries, with more than 800 passionate volunteer educators—affectionately known as “lemonistas”—helping to train over 50,000 individuals. The foundation’s resources are available in more than 30 languages, ensuring inclusivity and impact across diverse communities. For more information you can visit: <https://www.knowyourlemons.org/impact>.

The Know Your Lemons mobile app empowers users to take charge of their health by providing self-exam reminders, step-by-step guides, appointment tracking, and specialized resources for healthcare professionals and educators. By demystifying the warning signs and overcoming taboos, the foundation aims to save lives and foster a culture of proactive health.

## **Global Employee Engagement in Breast Cancer Awareness with Know Your Lemons Foundation**

To amplify this important message, Pierre Fabre Laboratories' international teams will host a series of educational events throughout October. Highlights include interactive webinars, multilingual brochures tailored for local audiences, and distribution of exclusive t-shirts featuring the 12 warning signs of breast cancer. Employees will be encouraged to share the campaign's message by wearing the t-shirts and promoting breast health awareness on social media.

*"At Pierre Fabre Laboratories, we firmly believe that health education can transform lives. Our partnership with the Know Your Lemons Foundation reflects our commitment to supporting everyone, everywhere, to better understand the signs of breast cancer and to act early. By joining forces, we are advancing prevention and empowering everyone to take charge of their health,"* says Nuria Perez-Cullell, Medical and Patient Director.

This initiative underscores Pierre Fabre Laboratories' commitment to global health advocacy and unites employees, partners, and communities in the fight against breast cancer. By working together, we aim to increase awareness, spark meaningful conversations, and empower individuals everywhere to know their lemons and detect breast cancer early.

## **About Pierre Fabre Laboratories**

Pierre Fabre Laboratories is the world's second-largest dermo-cosmetics company and one of Europe's leading pharmaceutical laboratories. Its Dermo-cosmetics & Personal Care portfolio includes international brands such as Eau Thermale Avène, Ducray, Klorane, A-Derma, René Furterer, Môme Cosmetics, Darrow and Elgydium. Its Medical Care activity covers 5 main therapeutic fields: oncology, dermatology, rare diseases, primary care and family health care.

For over 40 years, Pierre Fabre Laboratories has established itself as an international player in oncology, mastering the entire value chain from R&D to marketing. Its portfolio of oncology specialties covers colorectal, breast, lung and skin cancers, as well as certain hematologic malignancies and precancerous dermatological conditions such as actinic keratosis. In 2024, Pierre Fabre Laboratories' revenues in oncology came to 520 million euros, 88% of which were generated by international sales, out of a total sales figure of 3.1 billion euros.

Based in southwest France since its creation, Pierre Fabre Laboratories manufactures nearly 90% of its products in France and employs 10,200 people worldwide. In 2024, its R&D budget amounted to 219

million euros, of which 60% is allocated to targeted therapies in oncology and 35% to skin health and care solutions. There are currently 10 research and development programs underway dedicated to targeted therapies in oncology.

Pierre Fabre Laboratories' majority shareholder (86%) is an eponymous humanitarian Foundation. Employees constitute the company's other shareholder. This capital structure guarantees the company's independence, long-term vision and contribution to the common good. The dividends paid to the [Pierre Fabre Foundation](#) contribute to 35 healthcare-access programs deployed in 22 of the least developed countries in the world.

Pierre Fabre Laboratories' CSR policy has been assessed by AFNOR Certification and has been awarded the "Exemplary" level of its CSR label (ISO 26 000 standard for sustainable development).

For more information, visit [www.pierre-fabre.com](http://www.pierre-fabre.com), [@Pierre Fabre Oncology](#), [@Laboratoires Pierre Fabre](#)

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<sup>1</sup> <https://www.knowyourlemons.org/>

<sup>2</sup> <https://www.knowyourlemons.org/blog/breast-health-app-webby-awards-honoree>