

The Avon Breast Cancer Survey

Last year, **500,000** women **lost their lives** to breast cancer. Another **500,000** will do so this year. One of the main reasons is a lack of knowledge and awareness about breast cancer. Too many women still don't know enough about the symptoms and risks of this disease.

At Avon, we believe no woman should die because she was left in the dark about breast cancer.

So, what are we going to do?

We are launching the **Avon Breast Cancer Promise.**

We will help every woman...
know the **risks**
know the **signs**
and know **how to take action.**



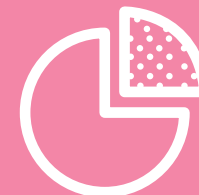
Visit us at: www.avoncompany.com/breast-cancer-crusade



We spoke to **19,000** people to see what they know about the signs and risks of breast cancer.



Just **2 in 5** are **confident** they know the **early signs** of breast cancer.



One quarter think a lump is the only sign of breast cancer that can be identified with no medical equipment.



Just **2% know** the ten main **signs* of breast cancer.**

*Source: Breast Cancer Awareness Measure



But women have reasons for not seeing a doctor.



More than half say they have a reason for **avoiding** a medical professional, including **embarrassment** and **fear.**

Many women are unaware their **lifestyles** could be **increasing their breast cancer risk.**



Six in ten don't know that **drinking** alcohol is linked to the disease.

Nearly two-thirds of our respondents are unaware that exercise may help prevent breast cancer.

