



# Ushering in a New Era of Breast Cancer Early Detection

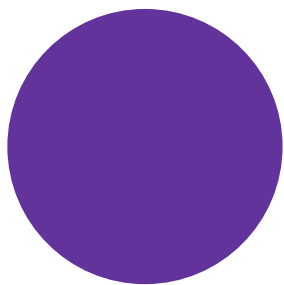
Created by medical scientists with the support of  
the National Cancer Institute (NCI), the National  
Science Foundation and scientists worldwide.

# Interesting Facts About Breast Cancer Detection And What You Can Do About It

When comparing various methods to detect breast cancer, you may be surprised to learn which method is the most effective!

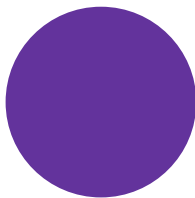
- Mammograms find lumps 43% of the time.
- Self Detection finds lumps 43% of the time.

## Tumor Size Discovered by Breast Self Examination \*1



3.6 cm

Average size lump found by accident by those **untrained** in breast self-examination (BSE) is about the size of a ping pong ball.



2.5 cm

Average size lump found by those occasionally practicing conventional breast self-examination (BSE).



1.0 cm

The suggested standard for clinical breast examination.



0.5 cm

The size routinely found by clinicians or those using My Breast Friend™ training.

**NOTE:** The Mammacare Method® and My Breast Friend™ are used interchangeably

# DON'T BE A STATISTIC!

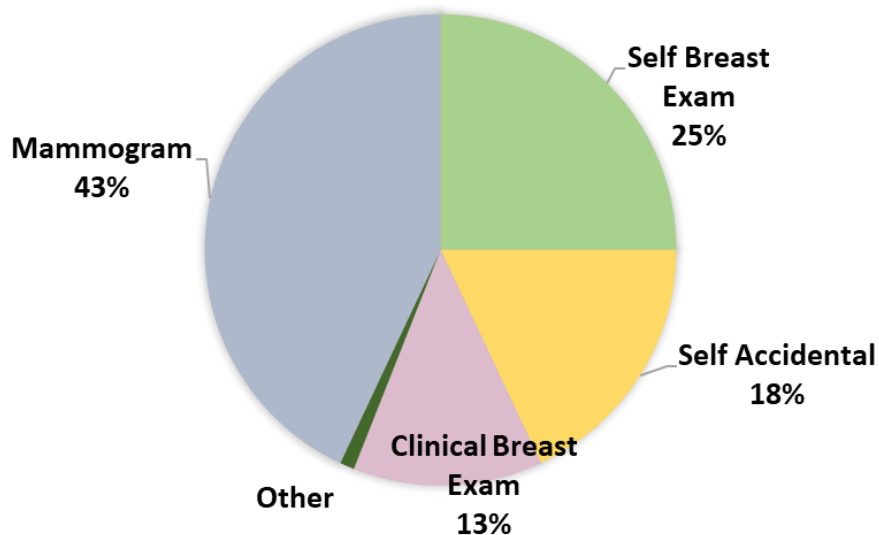
## Breast Cancer Statistics in the United States \*2



- About 1 in 8 women will develop breast cancer in their lifetime
- Estimated 286,600 new cases of invasive breast cancer are expected to be diagnosed in 2019
- Estimated 62,930 new cases of non-invasive (in situ) breast cancer to be diagnosed in 2019
- About 41,760 are expected to die in 2019
- About 85% of breast cancers occur in women who have no history of breast cancer

## How Do Women Find Their Breast Cancer?

### SELF REPORTED METHOD OF DETECTION OF BREAST CANCER \*3



“Despite increased use of screening mammography, a large percentage of breast cancers are detected by the patients themselves. Patient-noted breast abnormalities should be carefully evaluated.”

# The Facts

Self Detecting Your Own Lump by Touch is as Effective as a Mammogram ... **WOW!** and if you include your doctors breast exam, that jumps to 56% compared to a mammogram at 43%.

Now, keep in mind a mammogram is important because without it, 43% of women would not have had their breast cancer detected.

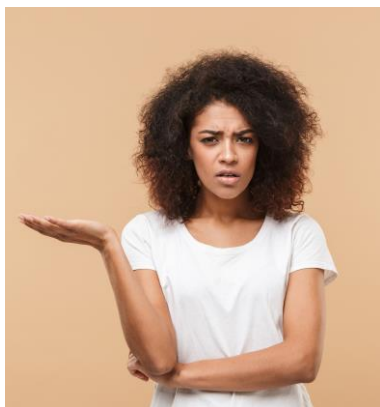
## Let's Do The Math ...

Even if you are consistent with your yearly Mammograms, there are still **364 days** of the year in which changes in YOUR breast tissue may occur.

There are "A significant number of women present with palpable breast cancer even with a normal mammogram within 1 year." \*4



"Women should be familiar with how their breasts normally look and feel and report any changes to a health care provider right away" \*5



So ... if finding a lump is so important and finding it through touch is so effective, then it only makes sense that the better you are at it, the higher the chances are that you will find your lump sooner than later and smaller than bigger.

## Let's Ask Ourselves ...

Is there a method that helps you to perform a better Breast Self-Exam and increase your chances to find your lump?

The MammaCare Method®, which is the recognized standard for performing and teaching clinical and personal breast examination and has trained 1,000's of doctors around the globe for over 30 years. \*6



The MammaCare Method® was developed with the support of:

- National Cancer Institute
- National Science Foundation
- Scientists worldwide

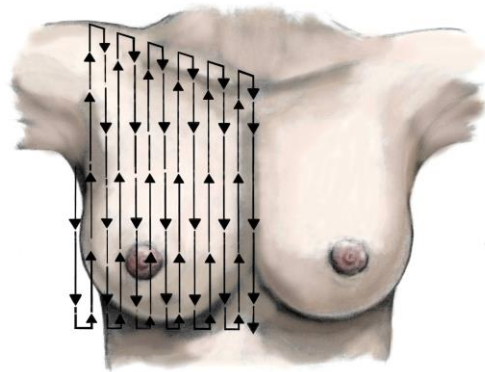
So, what constitutes effective instruction for this BSE method?

**There are 2 critical components:**

1) Fingers must be taught **what to feel for**, what a suspicious lump might feel like. This can only be accomplished by palpating a tactually accurate breast model, not by watching a video or reading a pamphlet.



2) The educated fingers must be brought into contact with **ALL of the breast tissue** where an unhealthy lump might reside.



**Science supports a woman's ability to feel her breasts and to accurately find a lump.**

# Time Matters!

## Earlier Detection = Better Survival Rates

### Size Matters \*7

When the cancer is small, less than <1cm (pea sized) and has not spread, the patient's 15 year survival exceeds 88%.



### Advantages to finding a lump early:

Breast Self-Exam can be an important way to find a potentially unhealthy lump early, when it is more likely to be treated successfully.

- Early detection may mean less aggressive treatment
- Give you and your doctor more options
- Mastectomy may not be required
- Radiation may not be required
- Chemotherapy may not be required
- All of the side effects of more aggressive therapies may not be necessary
- Hormone therapy sometimes recommended by your doctor may not be required

### What do you do if you find a lump?

Don't panic if you think you feel a lump in your breast. Most women have some lumps or lumpy areas in their breasts all the time, and most breast lumps turn out to be benign (not cancer). There are a number of possible causes of non-cancerous breast lumps, including normal hormonal changes, a benign breast condition, or an injury.

Report your any changes to your health care provider right away.

# LET'S RECAP

- About 85% of breast cancers occur in women who have no history of breast cancer.
- Science supports a woman's ability to feel her breasts and to accurately find a lump.
- More Breast Cancer is detected by **touch** than by a mammogram.
- Younger woman who are NOT getting a mammogram should regularly feel their breasts for changes in their breast tissue.
- Waiting until you are 45 for a mammogram is NOT being Proactive, Protective and PRO-YOU!
- Even if you are consistent with your yearly mammograms, there are still 364 days of the year in which changes in YOUR breast tissue may occur.
- No video, textbook, slideshow, or handout can teach you what breast cancer feels like. Only proper training of the fingers with life-like breast exam models will work.
- The Mammacare Method® (My Breast Friend™) has been the GOLD standard for medical professionals for more than 30 years. It was developed by a team of scientists and backed by the National Cancer Institute.
- Do not panic if you find a lump. Report your any changes to your health care provider right away.

## Stop Wondering and Worrying About “What If”

*Gain confidence in YOUR ability to know that you are doing everything you can to be proactive with prevention.*

### \* References

- 1) <https://mammacare.org/why-mammacare-is-effective/>
- 2) [https://www.breastcancer.org/symptoms/understand\\_bc/statistics](https://www.breastcancer.org/symptoms/understand_bc/statistics)
- 3) <https://www.ncbi.nlm.nih.gov/pubmed/21675875>
- 4) <https://mammacare.org/breast-cancer-early-detection/>
- 5) <https://www.cancer.org/cancer/breast-cancer/screening-tests-and-early-detection/american-cancer-society-recommendations-for-the-early-detection-of-breast-cancer.html>
- 6) <https://mammacare.org/>
- 7) <https://mammacare.org/breast-cancer-early-detection/>

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