

INTRODUCING THE CAUSEMETICS CAMPAIGN

Breast cancer doesn't discriminate between those who can afford it and those who can't. Many people in Canada find themselves under financial strain while going through treatment because they may or may not qualify for insurance and even if they do, it is a decrease in pay. Donna Sheehan, Founder and Executive Director of the Canadian Breast Cancer Support Fund says, "For many women, the financial crisis is more stressful than the diagnosis and treatment." Her organization has just launched a unique campaign to raise funds to support people undergoing breast cancer treatment. The Causemetics campaign brings together the most prestigious non-toxic beauty brands in Canada to launch products that donate a considerable portion (up to 100% of profits) to breast cancer patients to help cover basic needs like food, shelter and even hospital parking. The participating companies, whose products are free of David Suzuki's toxic ten list of ingredients, include Graydon, Lovefresh, Ella's Botanicals, Sappho Cosmetics, Consonant, Sa Avani, Sigrid Naturals, Province Apothecary, Cocoon Apothecary, Evoke Elements, Pure and Simple, and Schaf.

www.causemetics.ca

There is another testing method called thermography that measures the temperature fluctuations in breast tissue to look for abnormalities. It is non-invasive, does not compress the breasts and there is no exposure to radiation. It was developed in 1956 and was approved by the FDA in 1982 but lost popularity when a study was published that showed it wasn't as effective as mammograms or ultrasounds (critics of this study claim that there was not enough quality control in regards to procedures, images and interpretation). This form of testing has been researched for over 30 years and there are 800 peer-reviewed studies with over 250,000 participants proving its efficacy. It doesn't replace mammograms for isolating locations of tumors but used in conjunction with conventional testing, it increases the chances of survival by 61%. It would be ideal for the under-40 age group because it can detect breast cancer risk up to 8 – 10 years earlier than mammograms and doesn't expose them to radiation. Women and healthcare providers would be able to keep an eye on high risk areas. Unfortunately Health Canada and the Canadian Breast Cancer Foundation

don't agree and have made official statements such as "Health Canada is not aware of any clinical evidence that thermography can be used effectively as a screening technique for the early detection of breast cancer. As such, it may present a potential risk to women relying on the results." They have also made it illegal to advertise or sell thermography machines. Fortunately, you can still get this screening done in Canada but it is not covered by government healthcare and will cost around \$250.

Breast cancer is a convoluted subject with many different studies and opinions so it's difficult to get your facts straight. We can't depend on our government, medical system or cancer organizations to have all the answers. When you choose to support breast cancer initiatives, it's important to know who you are giving money to and understand what they are doing with those funds so you can assess whether they are in line with your values. There are quite a few players in this industry, and a little extra research into your donations could help shift everything in the right direction. ●

CHEMICALS LINKED TO BREAST CANCER

- 1,3 butadiene
- 2,4,5-TP
- Alkylphenols
- Aromatic amines
- Atrazine
- Benzene
- Bioidentical hormones
- Bisphenol A (BPA)
- Bovine growth hormone (rBGH/rBST)
- Cadmium and other metals
- Chlordane, Malathion & 2,4-D
- DDT
- Dieldrin and Aldrin
- Diethylstilbestrol (DES)
- Dioxins
- Ethylene oxide
- Heptachlor
- Hormone replacement therapy (HRT)
- Hormones in personal care products
- Infertility drugs
- Mycoestrogens (Fungal estrogens)
- Oral contraceptives
- Organic solvents
- Parabens
- Perfluoroactinoic acid (PFOA)
- Phthalates
- Phytoestrogens
- Polybrominated diphenyl ethers (PBDEs)
- Polychlorinated biphenyls
- Polycyclic aromatic hydrocarbons (PAHs)
- Sunscreens (UV filters)
- Tobacco smoke
- Triclosan and Triclocarban
- Vinyl chloride (PVC)

* Source: Breast Cancer Fund

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NATIONAL BREAST CANCER ORGANIZATIONS IN CANADA

Breast Cancer Society of Canada – Established by a family who lost their daughter to breast cancer at the age of 38, funds are directed towards patient-focused research that includes prevention, treatment and detection. They hold events such as Mother's Day Walk, Pam Greenaway Kohlmeier Memorial Golf Tournament, and Dress for the Cause. www.bccsc.ca

Canadian Breast Cancer Foundation – The organization behind the popular CIBC Run for The Cure and the largest funder of breast cancer research in Canada. They also advocate for wider access to mammograms and educate about prevention. www.cbcf.org

Canadian Breast Cancer Network – An organization run by cancer survivors for cancer survivors that promotes improvements in diagnosis, treatment and services. It partners with other organizations in Canada to create a network of breast cancer information and resources. www.cbcn.ca

Canadian Breast Cancer Support Fund – Provides breast cancer patients with financial support so that they can focus solely on fighting their disease rather than the financial strains that occur all too often during treatment. They are focused on the environmental aspect of prevention and have recently partnered with several non-toxic cosmetic companies in Canada to launch their unique Causemetics campaign. www.cbcfsf.ca

Rethink Breast Cancer – Rethink focuses on the under 40 crowd and the issues affecting this age group. It strives to bring a fresh perspective on fundraising, awareness, self-examinations and research. They organize several fundraising events across Canada such as the Boobyball and Breast Fest Film Fest. www.rethinkbreastcancer.com

Willow Breast & Hereditary Cancer Support – Supports people and families facing breast and hereditary cancer by providing resources such as a health line to answer questions and by connecting groups and individuals to each other. They organize Breast Reconstruction Awareness Day (BRA day) to promote education, awareness and action for this procedure. www.willow.org

Cure Foundation – Organizers of the annual National Denim Day, which gives everyone the opportunity to donate to breast cancer by wearing jeans to work. Their funds go towards breast cancer organizations, community groups, hospitals, and universities. www.curefoundation.com



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