

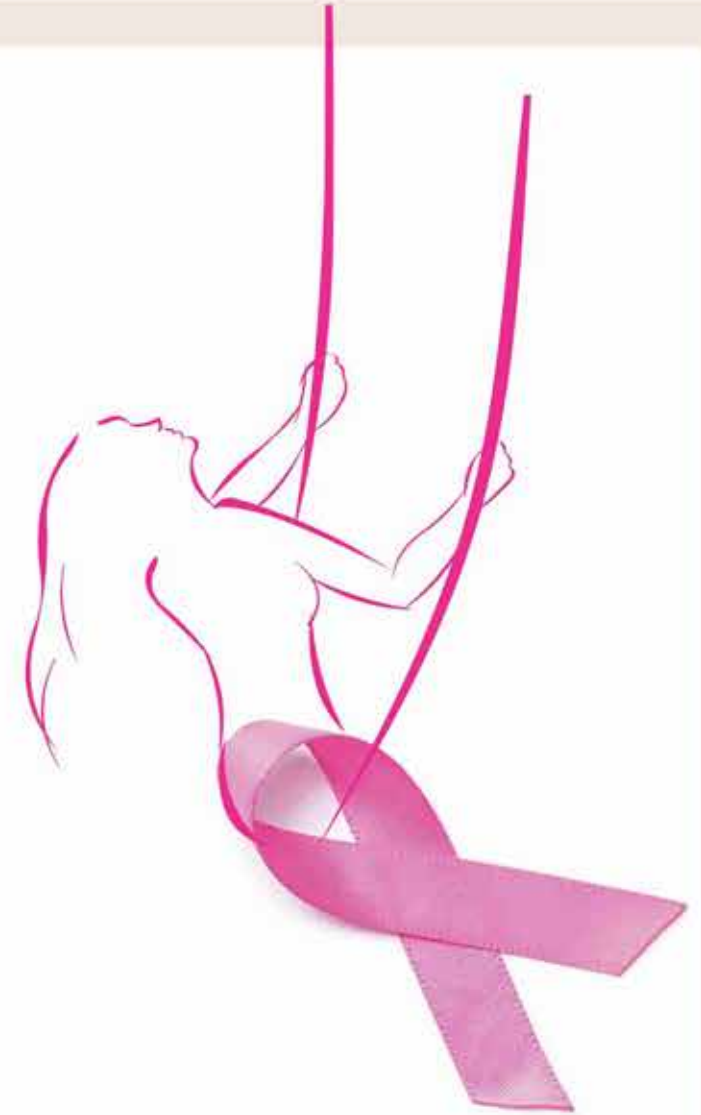


**ACT
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Join our fight against Breast Cancer 

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Please consult your doctor to know more



I arm *myself* with
knowledge to
Fight Breast Cancer

I am a *responsible, free* and
aware woman of India

TRA/2014/10360

Issued in public interest

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Seeing
is believing

Be vigilant about your breast health by knowing how a normal breast looks & feels. Recognize the changes by performing a Breast Self Examination. Breast Self Exam should be performed once a month.

Five Steps of Breast Self-Exam

Step 1: After a bath, step in front of a large mirror and put your hands on your hips. Look at the size, shape, and color of your breasts. They should look as they normally do with no visible dimples, puckering, or swelling.



Step-1

Step 2: Raise your arms above your head and clasp your hands together. Examine your breasts as you did in step one and look for dimples, puckering, swelling, rashes, or inverted nipples.



Step-2

Step 3: Place your arms at your side and gently squeeze each nipple between finger and thumb to check for any discharge.

Step 4: Next, lie down, and use your right hand to feel your left breast and then your left hand to feel your right breast. Taking three fingers, firmly press the breast in small circles from top to bottom and side to side. Make sure to go as far as the collarbone to the top of the abdomen and from cleavage to armpit. Do this three times, first with a soft touch, then with increased pressure, and on the very last time press firmly and deeply.

Step 5: Finally, either sitting in a chair or standing, feel your breasts as you did in step four.



Step-5

By doing this women can not only become more familiar with their breasts, but can sense breast problems before they become too serious.

Myths and Facts

MYTH: Finding a lump in your breast means you have breast cancer.

FACT: Eight out of ten lumps are not cancerous. If you discover a persistent lump in your breast or any changes in breast tissue, it is very important that you see a doctor immediately. Take charge of your own health by monthly self-exams, regular visits to the doctor, and regularly scheduled mammograms.

MYTH: A mammogram can cause breast cancer to spread.

FACT: An x-ray of the breast is called a mammogram. The x-ray and the compression on the breast from the x-ray machine cannot cause cancer to spread.

MYTH: Having a family history of breast cancer means you will get breast cancer.

FACT: While women who have a family history of breast cancer are in a higher risk group, most women who have breast cancer have no family history. If you have a mother, daughter, sister, or grandmother who had breast cancer, you should have a mammogram five years before the age of their diagnosis.

MYTH: Breast cancer is a communicable disease.

FACT: You cannot catch breast cancer or transfer it to someone else's body. Breast cancer is the result of uncontrolled cell growth in your own body.

MYTH: Taking birth control pills can give you breast cancer

FACT: This misconception is due to the fact that birth control pills contain doses of hormones used to regulate the menstrual cycle. Though these hormones, estrogen and progesterone do not cause women to develop breast cancer, several studies have concluded that taking birth control pills may slightly increase the risk of breast cancer later in life.

MYTH: Surgery for breast cancer means removal of whole breast (Mastectomy)

FACT: For early breast cancer, there is no need for removal of the whole breast. It has been proved in several trials that breast conservation surgery is equally safe and effective as mastectomy and the cosmetic results are excellent.

Signs you should not ignore

- Be aware of any change in your breast or underarm area. If you notice any of the following signs, see your health care provider.
- Lump, hard knot or thickening inside the breast or underarm area
- Swelling, warmth, redness or darkening of the breast
- Change in the size or shape of the breast
- Dimpling or puckering of the skin
- Itchy, scaly sore or rash on the nipple
- Pulling in of your nipple or other parts of the breast
- Nipple discharge that starts suddenly
- New pain in one spot that does not go away



I am a *responsible, free* and *aware* woman of India



I arm *myself* with knowledge to *Fight Breast Cancer*

1 out of every 8 women
is at risk of developing Breast Cancer¹

95% of all cancerous lumps
can be found by women themselves²

99% of women with breast cancer
survive for 5 years if found early¹

1. American Cancer Society. Breast Cancer Facts & Figures 2013-2014. Atlanta: American Cancer Society, Inc. 2013; 2. CPAA. Frequently Asked Questions. Breast Self Examination. Available from: <http://www.cpaaindia.org/infocentre/>. Accessed on 14th October 2014

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