

CAMPAIGN AT A GLANCE

Why is the breast cancer epidemic still raging after 30 years of “awareness” and pink ribbon products? Each year, corporations pack the shelves with pink ribbon products, surrounding us with “breast cancer awareness” messages. These products help to raise billions of dollars in the name of breast cancer, and yet more than 40,000 women in the U.S. still die of the disease every year.



What many people don't realize is many of these pink ribbon products actually contain chemicals that increase our risk of breast cancer. At Breast Cancer Action, we call this **pinkwashing**: when companies make money off breast cancer while also increasing our risk of the disease. Time and again, companies are profiting off breast cancer while women are paying with their lives.

For 12 years, Breast Cancer Action's Think Before You Pink® campaign has held corporations accountable for their toxic pink ribbon products. This year, it's time to say we've had enough. Instead of targeting pinkwashers one at a time, **it's time to go straight to the source—the chemicals in these products that are making us sick in the first place.**

Toxic Time Is Up!

In 2010, the President's Cancer Panel reported that “the true burden of environmentally induced cancer has been grossly underestimated [and]...the American people—even before they are born—are bombarded continually with myriad combinations of these dangerous exposures.”

Nevertheless, under the existing law, only 200 of the more than 80,000 chemicals in use today have been tested for safety. These chemicals are found in everyday consumer products such as plastics, paint, clothing, and cleaning supplies.

We refuse to waste another October watching corporations make money off pink ribbon products that contain toxins linked to breast cancer. This year, we have an unprecedented opportunity to make history, end pinkwashing, and take action that will help stop breast cancer before it starts.

Opportunity for Change

Right now, landmark legislation that could be the biggest win for cancer prevention we've ever seen is within reach. After years of hard work, comprehensive chemical reform is finally a priority for Congress.

This October, we demand legislators pass the strongest toxic chemical regulation to protect us all from chemicals linked to many health harms, including breast cancer.

It's time to STAND UP, SIGN and JOIN TOGETHER to turn the tide on breast cancer. This is our opportunity to eliminate hazardous chemicals from our daily lives, help stop breast cancer before it starts, and to end pinkwashing once and for all!

Time Is Up for Pinkwashing!

It's time to use the power of October to tip the balance for chemical regulation that protects our health. It is time to move beyond breast cancer awareness. Now we need action, because **action speaks louder than pink.**

Act Now

Join our call for cancer prevention and take action to stop cancer before it starts:

- ▶ **Sign the "Toxic Time Is Up! Demand Safe Chemicals for All" petition** calling for cancer prevention through chemical reform. We will deliver your signatures directly to the committee in charge of this landmark cancer prevention legislation.
- ▶ **Send the petition to everyone you know.** Help us build a grassroots movement for cancer prevention and an end to pinkwashing.
- ▶ When people ask you what they can do for Breast Cancer Awareness Month, tell them that this year we can ALL do something meaningful by building the tidal wave of support for **cancer prevention through chemical reform.** Tell them to sign the petition! And give them a petition of their own to collect more signatures.
- ▶ **Ask your favorite cancer organization to join you** in building momentum for cancer prevention through regulation of toxic chemicals. Remember, ANYONE can sign the petition!
- ▶ **Spread the word on Facebook and Twitter:** Join us on Facebook at www.facebook.com/BCAction. And tweet your support for an end to pinkwashing to us at @BCAction using hashtag #thinkbeforeyoupink.



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