

**PINKIT
NOW**

Education. Early Detection.

Hope begins with a screening.

Join hands to beat **breast cancer**.



Get a comprehensive
breast cancer screening @ **₹249[#]**

at our hospitals and clinics across Dubai & Sharjah.

Inclusions: Patient registration, specialist consultation and X-ray mammogram*. Ultrasound Mammogram at a discounted price of AED 780 (50% discount) and MRI (Bilateral) at 25% discount (*If advised by our specialist)

**Zulekha
Hospital**

For appointments, visit zulekha Hospitals.com/pinkitnow   **+971 600 52 4442**

*For women above 40 years, on specialist's advice

PINK IT NOW

Education. Early Detection.

Campaign Partners



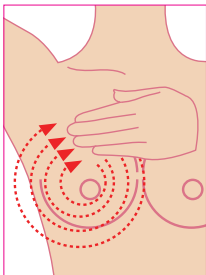
WHAT IS BREAST CANCER?

Breast cancer is a disease in which malignant (cancer) cells form in the tissues of the breast. The damaged cells can invade surrounding tissues, but with early detection and treatment, most people continue to lead a normal life.

'Pink It Now' is a breast cancer awareness campaign launched by Zulekha Healthcare Group supported by Friends of Cancer Patients (FOCP). The campaign is targeted at women across UAE with the core message of 'Bolder & Stronger Together' to fight breast cancer. The main focus of the campaign is to promote awareness about early detection of breast cancer through regular examination and medical tests. As part of the campaign, Zulekha Hospital offers a comprehensive breast cancer screening for just AED 249*, which includes patient registration, specialist consultation and X-ray mammogram. Ultrasound mammogram and MRI bilateral are offered at discounted rates, if advised by our specialist. (*For women above 40 years of age.)

MAMMOGRAM

A mammogram is the best screening tool used today to find breast cancer early. It is an X-ray picture of the breast. A mammogram can find cancer before you notice any problems in your breast. It can find cancer when it is small and easier to treat often without losing the breast. It is recommended that all women have a mammogram screening every two years starting at age 40 (and perhaps earlier if you have a family history of breast cancer).

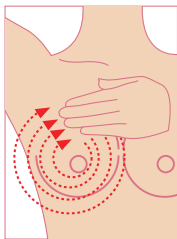


BREAST SELF-EXAMINATION (BSE)

Every woman should check her breast for lumps, thickening or other changes every month. By examining your breast regularly, you will learn how your breasts normally feel. Moreover, practicing monthly BSE may give you added peace-of-mind; it's a routine that gives you the opportunity to spot changes that need your doctor's attention.

THE BEST TIME FOR BREAST SELF-EXAMINATION

- 6-10 days after first day of your period, when the breasts are not tender or swollen
- After menopause or hysterectomy, examine your breasts on the same day of each month. You may choose any date but it should be one you will remember.



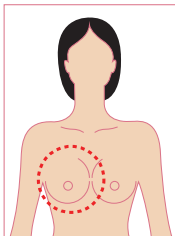
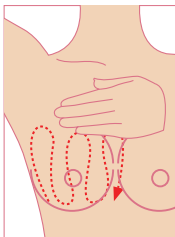
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STEPS OF BREAST SELF-EXAMINATION

Step 1: Feel your breasts while lying down.

- Lie down on your back with a pillow under your right shoulder
- Use the pads of the three middle fingers on your left hand to check your right breast
- Press using light, medium and firm pressure in a circle without lifting your fingers off the skin
- Follow an up and down pattern
- Feel for changes in your breast, above and below your collarbone and in your armpit
- Repeat on your left breast using your right hand.

These steps may be repeated while bathing or showering using soapy hands.



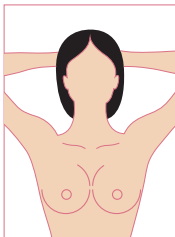
Step 2: Look at your breasts while standing in front of the mirror.

Look for changes:

- Hold arms at your side
- Hold arms over your head
- Press your hands on your hips and tighten your chest muscles
- Bend forward with your hands on your hips

What are you looking for?

- Lump, hard knot or thickening Swelling, warmth, redness or darkening • Change in the size or the 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



See your health care provider right away if you notice any of these breast changes.

The best way to ensure cure from breast cancer is to perform regular breast screening, with breast self-examination (BSE) and mammogram.

Other ways to reduce your risk include:

- Control your body weight, do regular exercise and maintain a healthy diet
- If you use hormone replacement therapy (HRT), discuss this with your doctor
- If you have used hormonal contraceptives for more than 4 years, discuss alternative contraception with your doctor
- Try to breastfeed for at least 6 months, the longer the more protective. Breastfeeding has a cumulative protective effect over the years
- Avoid smoking and excessive alcohol intake
- If you have a family history of breast cancer, your risk of developing it may be higher and you should discuss options for screening with your doctor

MALE BREAST CANCER

All people, whether male or female, are born with some breast cells and tissue. Even though males do not develop milk-producing breasts, a man's breast cells and tissue can still develop cancer. Even so, male breast cancer is very rare. Less than one percent of all breast cancer cases develop in men, and only one in a thousand men will ever be diagnosed with breast cancer.

RISK FACTORS

- Radiation exposure
- High levels of the hormone estrogen
- Family history of breast cancer, especially breast cancer that is related to the BRCA2 gene

SIGNS & SYMPTOMS

Male breast cancer can exhibit the same symptoms as breast cancer in women, including a lump. Survival rates and treatment for men with breast cancer are very similar to those for women. Early detection of breast cancer increases treatment options and often reduces the risk of dying from breast cancer.

GENETIC TESTING

Although treatment outcomes are very similar to women at the same stage of detection, a man diagnosed with breast cancer should also consider seeing a genetics counsellor for a consultation. If a man tests positive for a defective gene (most commonly either BRCA1 or BRCA2) that can lead to a future diagnosis of breast cancer and his children have a 50% chance of carrying the gene.

In addition:

- A male child of a man with breast cancer who inherits the defective BRCA2 gene has only approximately 6% chance of eventually developing breast cancer and just over 1% with BRCA1.
- A female child of a man with breast cancer who inherits the defective gene has a risk between 40% and 80% of eventually developing breast cancer.
- Men with a genetic predisposition to breast cancer are also at higher risk of getting prostate cancer at a younger age than usually diagnosed.

FAQS

Q1. Are all breast lumps cancerous?

A. Most breast lumps are not cancerous, but only your doctor can help you obtain the tests that determine 'for sure'. The purpose of practicing regular breast self-exams is to know what is "normal" for you. Report any changes to your doctor promptly. Remember the chances of survival when breast cancer is found in later stages are less than 20%!

Q2. If breast cancer does not run in my family, do I still need to worry about having it?

A. Every woman is at risk of developing breast cancer, and that risk increases with age. In fact, more than 80% of breast cancers are diagnosed in women who do not have breast cancer in their family.

Q3. Does being diagnosed with breast cancer mean I will die?

A. The sooner a cancer is detected, the easier it will be to treat it. The best way to detect cancer early is by regular screening (Clinical breast exam & Mammogram) according to the guidelines.

Q4. Does a low fat diet prevent breast cancer?

A. Women who decrease their body fat and exercise regularly, more than three hours per week, can decrease their risk of breast cancer by approximately 20%. This may be due to an overall decrease in circulating estradiol [a type of estrogen] that may in turn decrease the stimulation to cells that are potentially pre-cancerous. If a low-fat diet can help decrease a woman's overall body fat, it may indirectly help to decrease her risk.

Q5. I have been having pain in my left armpit; I can't feel anything on the outside, but I feel that there is something that I cannot palpate. Is this something I should see my gynaecologist or my primary care doctor about?

A. It's understandable to be confused about breast self-exam, but what's most important is that you're doing it. Because of the fact that you have found something that doesn't feel exactly correct to you, it's worth seeing your gynaecologist or primary care physician for a good clinical breast exam. You may be feeling tenderness within your breast or armpit area that has a perfectly rational explanation, but using your own sense that something isn't exactly right to guide you to your gynaecologist is certainly appropriate.