



Celebrate this year's Mother's Day differently by expressing your love and concern for your wife or mother above 40. Give her a **FREE MAMMOGRAM** provided by the Breast Cancer Foundation of Egypt (BCFE) at the biggest radiology centers in Egypt.

call **19417** daily from 9 am to 3 pm from 16-20 March.

This offer is for a limited number.



about breast cancer

RISK FACTORS

Family History

- Women in the family (mother, aunt, daughter, etc.)
- More than one case in the family or if they are diagnosed at an early age

Aging

Taking Postmenopausal Hormones

without medical supervision

Menstrual History

- Having the first menstrual period before 12
- Going through menopause after 55

Refraining from breastfeeding

Lifestyle

- Obesity
- Fat consumption
- Alcohol consumption

Self Check

Lie down on your back and place your right arm behind your head. The exam is done while lying down. This is because when lying down the breast tissue spreads evenly over the chest wall and is as thin as possible, making it much easier to feel all the breast tissue.

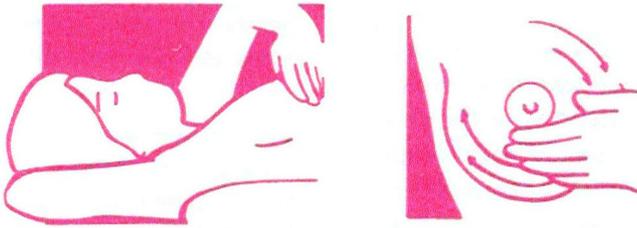
Use the finger pads of the 3 middle fingers on your left hand to feel for lumps in the right breast. Use overlapping dime-sized circular motions of the finger pads to feel the breast tissue.

Use 3 different levels of pressure to feel all the breast tissue. Light pressure is needed to feel the tissue closest to the skin, medium pressure to feel a little deeper, and firm pressure to feel the tissue closest to the chest and ribs. A firm ridge in the lower curve of each breast is normal. If you're not sure how hard to press, talk to your doctor or nurse. Use each pressure level to feel the breast tissue before moving on to the next spot.

Move around the breast in an up and down pattern starting at an imaginary line drawn straight down your side from the underarm and moving across the breast to the middle of the chest bone (sternum or breastbone.) Be sure to check the entire breast area going down until you feel only ribs and up to the neck or collar bone (clavicle).

There is some evidence to suggest that the up and down pattern (sometimes called the vertical pattern) is the most effective pattern for covering the entire breast without missing any breast tissue.

Repeat the exam on your left breast, using the finger pads of the right hand.



While standing in front of a mirror with your hands pressing firmly down on your hips, look at your breasts for any changes in size, shape, contour, or dimpling, or redness or scaliness of the nipple or breast skin. (The pressing down on the hips position contracts the chest wall muscles and enhances any breast changes).

Examine each underarm while sitting up or standing and with your arm only slightly raised so you can easily feel in this area. Raising your arm straight up tightens the tissue in this area and makes it harder to examine.



Get Screened

Have a mammogram every year starting at age 40 if you are at average risk

Have a clinical breast exam at least every 3 years starting at age 20, and every year starting at age 40.



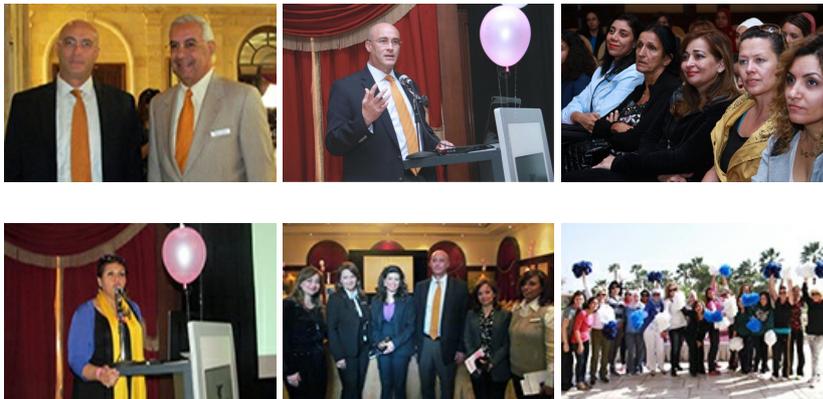


International Women's Day

The Breast Cancer Foundation of Egypt (BCFE) held a Women's Awareness Day in cooperation with JW Marriott Cairo Hotel to celebrate International Women's Day.

The day's program started with Zumba Fitness led by instructor Jessy Larson. This was followed by a presentation on breast health awareness presented by Dr. Mohamed Shaalan, professor of surgical oncology and BCFE Chairman. Breast cancer survivor, Ghada Salah, shared her inspiring story with the audience. BCFE offered clinical examinations to the attendees.

Mr. Magdy Naguib, General Manager of JW Marriott Cairo Hotel, participated in the event commended BCFE's efforts to raise awareness and provide services to women.



Celebrating this Mother's Day with BCFE.....Find Us at:

- Mother's Day Bazaar at the Fish Garden (21 March)
- Igmadi 4 at Semiramis Intercontinental (22 March)
- Mother's day celebration with survivors on Nile Cruise (29 March)
- Women's Day at Cairo Opera House (31 March)

Contact us:

The Breast Cancer Foundation of Egypt (BCFE)
Address: 33 Kasr Al Aini Street, Cairo 1141
Hotline: (+2) 19417



[Facebook](#) [Twitter](#) [Website](#)