

Woman's World



pg 18 Check out some of the newly launched products we like

ADC

pg 19 We give you tips on how to give the best housewarming gifts and our picks



Afternoon Despatch & Courier

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IN THE PINK OF HEALTH



Breast cancer has become one of the most common cancers in women and every October, we celebrate Breast Cancer Awareness month to help women all over the world prevent and fight this cancer. **Rhea Dhanbhoora & Gargi Bansod** bring you products you can pick up to support the cause and tell you everything you need to know about the Big C...

Instances of breast cancer are steadily rising and it's time to create awareness. Dr. Sanjay Sharma, the president of the Breast Cancer Foundation of India and surgical oncology at S L Raheja Hospital, Bombay Hospital and Lilavati Hospital tells us, "Recent studies conducted by the Indian Council of Medical Research (ICMR) shows that breast cancer has nearly doubled in the last 24 years. One in every 22 women is likely to suffer from breast cancer

>> October is the month dedicated to spreading awareness about breast cancer and supporting the cause

Continued on pg 14 <<

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Afternoon
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2hrs 8hrs 4hrs 6hrs **48hrs** 8hrs 12hrs 16hrs



<< IN OUR ISSUE TOMORROW

« Feature

Don't miss out on any of the great music festivals and events in and around the city

« Restaurant

Read our review on the new Japanese restaurant, Kofuku

« Events

We tell you how to glam up this festive season in our Navratri Special

« Weekend Planner

Find out what places in the city have offers and what deals you can get this weekend

« More

Store reviews, new launches, Beer Fest 2012 at Lagerbay and much more

8 PAGES THIS FRIDAY! BOOK YOUR COPY NOW!

Continued from pg 13 <<

during her lifetime. Research conducted by the International Agency for Research on Cancer (IARC) has projected that our country could witness around 2.5 lakh new cases of breast cancer by 2015. In India, almost 80% of patients are in advanced stages when cancer is detected, whereas in western countries, the number is just 20%. Often, social taboos regarding breast cancer prevent women from talking to their friends and families, let alone doctors." October is all about spreading the message and several companies are making the effort, including the Estée Lauder Companies, which arrange to have some more than a dozen of the world's famous landmarks illuminated in pink light to draw attention to the importance of mammography and breast cancer. This year, they also lit up the Bandra-Worli Sea-link. Read on to get aware, spread the word and support the cause.

DEALING WITH TREATMENT

Often, dealing with breast cancer treatment can be hard. "Rather than letting the experience get me down I decided to



Survivour speak

Devika Bhojwani was diagnosed with breast cancer by chance 12 years ago. She explains, "I was waiting at a diagnostic centre, noticed a sign for mammography testing and figured I may as well get one as my gynaecologist had been asking me to do so for years, but I'd been putting it off thinking I would never get breast cancer." The mammogram she took detected cancer at its early stages and she immediately contacted an oncologist, who advised her to have a lumpectomy. Devika looks back today and thanks her lucky stars that the mammogram was able to catch it early.

turn it into a positive experience," says survivour Devika Bhojwani. "Initially, it was a difficult period in my life but I soon realised that there was a lot I could do to help other women who weren't as lucky as myself. What was true at that time is sadly still true. Even educated Indian women are not aware of the importance of regular check ups and early detection," Devika says. She decided to share her story with Savvy magazine and was amazed at the response. She had spoken on behalf of several women who were silent and wanted to do more. That was when she set up a foundation in partnership with Tata Memorial Hospital, through which she helps thousands of women.

LIFE AFTER CANCER

Surviving breast cancer has its own ups and downs and Devika says that she was given an opportunity to reassess her life and priorities. "Sometimes, we spend too much time on useless things and not enough on what's truly important," she says. Her experience made her stronger and more determined to help others, focus on her near and dear ones and most importantly on herself.

WOMEN'S CANCER INITIATIVE

The WCI-TMH was started by Devika Bhojwani in 2003 and is designed to take care of various issues related to cancers in women such as breast, cervical and ovarian cancers. The foundation is based at the Tata Memorial Centre, Mumbai, one of the leading hospitals in the country, working on treatment, education and research in the field of cancer. The foundation has undertaken numerous initiatives to create awareness and the importance of early detection. It aids research and development and facilitates interactions between professionals through annual breast cancer conferences. The foundation also financially supports over 500 women annually who are unable to afford their treatment.

WCI-TMH recently organised the first Indian Breast Cancer Survivors Conference with another NGO. Devika says, "I had the opportunity to spend two days with 200 breast cancer survivors. What amazing women they all were! I learned so much from them, saw with what resilience and strength they were leading their lives. Sharing in their collective determination to beat cancer was a deeply moving and powerful experience. I am so grateful to have had this wonderful experience and to know that the foundation is contributing in the way we had envisaged it."

Get in touch www.wci.co.in

Check yourself

The International Oncology Services Pvt. Ltd. suggests doing a self-examination at home. All you need to do is keep a check on the growth and structure of your breasts. If you find any lumps or hardness, they recommend consulting a doctor immediately. You can examine your breasts in the shower or in front of a mirror, by lying down. Do the self examination every day or at least once a week.

Clinical examination

The International Oncology Services Pvt. Ltd. also recommends that you do a clinical examination once a year. You will have to go to a doctor once a year for the tests. Regular clinical examination helps in early detection of breast cancer. The test can be performed at a minimal fee which ranges between ₹200 and ₹1,000.

WOMEN'S CANCER SCREENING CAMP AT JASLOK

To support breast cancer awareness month, Jaslok Hospital has a free Women's Cancer Screening Camp till the end of this month. The hospital has India's first Automated Breast Volume Scanner (ABVS) which acquires, analyses and reports detailed sonographic volumes of intricate breast anatomy and pathology. The hospital has a team of medical professionals such as medical oncologists,

onco-surgeons, radiation oncologists, cancer counsellors and medical social workers. For radiation, new technology such as 3D CRT (Conformal Radiotherapy), IMRT (Intensity Modulated Radiotherapy) IGRT (Image Guided Radiotherapy) is available. The campaign promotes awareness and raises funds for medical research. For details log on to www.bcacampaign.com

SHOW YOUR SUPPORT WITH SOME PINK

Since a pink ribbon is the symbol for breast cancer awareness, we're helping you show your support by giving you a few great picks of pink and breast cancer themed products to choose from:



PRETTY IN PINK

Dress the part and show your support in this pretty jumpsuit from Pepe Jeans London.

Where Pepe Jeans London outlets
Price ₹1,599

CHARM FOR A CAUSE

To show their support, Bracialetto has designed this bracelet from their Go pink collection and includes a pink ribbon charm.

Where Fuel, Khar & Chowpatty; Infinity 2, Malad (W)
Price ₹13,950



TAKE A BITE

Support the cause with these yummy cookies and cupcakes from Tart.

Where Nariman Point and Bandra (W)
Price ₹25 (cookie) and ₹40 (cupcake)



SHOWERED IN PINK

Pick up this pink tube of Indulgent Fig & Orange Oil Shower Gel with added moifurler to get in the spirit of things.

Where Marks & Spencer's outlets
Price ₹349



A PENDANT OF SUPPORT

Tara Jewellers has designed this encrusted pendant with a pink ribbon to support the cause.

Where 15th Road, Andheri (E); Waterfield Road, Bandra (W)
Price ₹5,000



ON THE RIGHT FOOT

This pretty hot pink wedges look great and will help you flaunt your support as well.

Where www.rock.in
Price ₹3,549



DRINK TO HEALTH

We love this pink, scratch resistant silicone glass from Home Collective.

Where Home Collective, Chowpatty
Price ₹545

PINK INDULGENCE

Anmol Jewellers is going the pink way to support the cause with these pretty pink danglers.

Where Turner Road, Bandra (W)
Price On request



DONATED TO HEALTH

Tommy Hilfiger, along with the Breast Health International foundation presents a limited edition bag to support the cause.

Where Select stores
Price ₹15,000 of which ₹5,000 goes to the Fund for Living

