



**Stylists save lives.  
Be a breast friend.**




Breast cancer is the most commonly diagnosed cancer in women in Ontario. But even though regular screening can find cancer early, when it's small and easier to remove and treat, many women don't get regular mammograms. At public health units in Brant, Halton, Hamilton, Haldimand, Norfolk and Niagara, we're trying to raise awareness about the importance of having regular mammograms, especially for women who are 50 and older. But we need your help.

As a stylist, you have a unique relationship with your clients. Because of the close relationships you build with them, you can talk to your clients about personal issues that most people can't. They trust you and listen to your advice. That's why we encourage you to take part in the Be a Breast Friend project, teaching women about the importance of breast health and encouraging them to get mammograms. You can save lives – it's easy.

Our goal is to increase the number of women 50+ who get mammograms to help decrease the number of women who die from breast cancer.

**And you can help in a big way!**



Join the Be a Breast Friend project for the month of October, which is Breast Cancer Awareness Month. There are four simple ways you can be a Breast Friend:

**1**

Learn the four things every woman needs to know about mammograms:

- Mammograms can save lives by finding breast changes in the early stages.
- Women 50+ need regular mammograms every one to two years.
- Women 50+ can book their own free mammograms by calling the Ontario Breast Screening Program at 1-800-668-9304.
- All women should understand how their breasts normally look and feel and talk to their doctors about any changes.

**2**

Display the Stylists Save Lives, Ask Me How decal at your station to encourage clients to ask you about the program.

**3**

Use the Canadian Cancer Society Thingamaboob to explain to clients how regular mammograms can find a change in their breasts they would not be able to find on their own.

**4**

Display copies of Squeeze magazine in your salon. Give your clients a free copy of Squeeze to take home and read about breast health. Give your clients a free emery board and encourage them to call the Ontario Breast Screening Program today to book a free mammogram!

And that's it! By talking to your clients throughout October about why it's important to get a mammogram, you can help save lives. Also, by filling out a short, online survey during the month of November, telling us what you think about the Be a Breast Friend project, you could win great prizes!

**Visit [www.beabreastfriend.ca](http://www.beabreastfriend.ca) for more information.**

As a stylist, you play an influential role in the lives of your clients. Because of your relationship, you're able to talk to them about personal issues they might not talk about with their families or even their friends. And what's more, they listen to your advice and take it to heart.

That's why we're asking you to become a Breast Friend this October. All it takes is five or ten minutes to talk to your clients, especially women who are 50 and older, about the importance of having regular mammograms. By doing so, you can help save lives, not only in October, but all year long.

For more information about how stylists can save lives by being Breast Friends, visit

[www.beabreastfriend.ca](http://www.beabreastfriend.ca)

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