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# TOWARDS ZERO

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RESEARCH IS THE ONLY WAY TO STOP  
DEATHS FROM BREAST CANCER

SEPTEMBER – OCTOBER 2020

EXERCISE AND  
BREAST CANCER

BREAST CANCER  
IN THE GENES

BREAST CANCER  
AWARENESS MONTH



**National  
Breast Cancer  
Foundation**

The National Breast Cancer Foundation is the largest 100% community-funded organisation in Australia raising money for breast cancer research. Our goal is to achieve zero deaths from breast cancer by 2030.

Level 9, 10 Barrack Street, Sydney NSW 2000  
t 1300 708 763 f 02 8098 4801  
e [supporter.relations@nbcf.org.au](mailto:supporter.relations@nbcf.org.au)  
w [nbcf.org.au](http://nbcf.org.au)

# FOCUS ON BREAST CANCER AWARENESS MONTH



**October is Breast Cancer Awareness Month and an opportunity for everybody to make a huge impact on the future of breast cancer research.**

Clare and Emily (pictured above) are two young mums dedicated to securing a future without fear of breast cancer. Clare understands the importance of this vision, as her mum was just 41 years old when breast cancer took her from her family.

Because of this, Clare has spent her adult life without a mother and if she can do something to stop that from happening to even one more person, then she will.

Emily has also seen close friends and family go through treatment and lose their lives to this devastating disease. But this power duo have overcome their grief and used it to empower themselves and others to raise vital funds for breast cancer research during Breast Cancer Awareness Month.

The pair are the founders of the incredible 'Breaky for Boobies' events. The events started from a simple wish to help fund breast cancer research that is saving lives.

**Thank you Clare, Emily and everyone hosting a Pink Ribbon Breakfast for having such an enormous impact on the future of breast cancer in Australia.**

**“We thought it would be great to try and raise some money for NBCF and registered to host a Pink Ribbon Breakfast with a fundraising goal of \$1,000 – never in a million years anticipating that it would turn into what it has!”**

– Clare and Emily,  
Pink Ribbon Breakfast hosts



## COOK 4 A CURE

**Our friends at 4 Ingredients have raised over \$320,000 for breast cancer research by donating a percentage of sales from their fantastic cookbook. It is a stunning collaboration of over 60 recipes using just 4 ingredients or less, sharing inspiration and journeys from Australian women.**

Ahead of Breast Cancer Awareness Month, they have given us some simple and healthy recipes to share with our supporters, that will help them cook up a storm for Pink Ribbon Breakfast this year.

### Garden Omelette

Serves 2

- 4 large eggs
- 1 cup sliced mushrooms
- 1 cup baby spinach
- Olive oil spray

In a large bowl, whisk the eggs. Add the mushrooms and spinach and season with sea salt and cracked pepper. Mix until combined.

Heat a nonstick frying pan. Lightly spray with oil, pour in the omelette mixture immediately and cook for 2 minutes or until the egg is set.

When the underside is golden lower the heat. Flip half the omelette over itself and cook for 2 minutes or until done. Gently slide the omelette from the pan to the plate and serve immediately.

**Visit [4ingredients.com.au](http://4ingredients.com.au) for more recipes like this.**



# A NEW LOOK AT GENETIC PREDISPOSITION



**Inherited breast cancer makes up about 10% of diagnoses. Thanks to high-profile stories in the media from women with a genetic predisposition, there is widespread understanding of the link between the BRCA1 and BRCA2 genes and breast cancer.**

However, breast cancer is still inherited in families that don't have changes in these genes. It is unknown why this happens and it devastates whole families. More must be done if we are to identify all the genetic reasons for breast cancer to be passed down in families, allowing people to take preventative action and saving lives.

Recently, a new gene has been identified to be a risk factor for inherited breast cancer, called the FANCM gene. A lot less was known about this gene, until now. In an innovative study funded by the National Breast Cancer Foundation (NBCF), Dr Rohan Bythell-Douglas (pictured on cover and above) is bringing expertise in a new imaging technology to Australia to gather detailed molecular information on the FANCM gene.

Dr Bythell-Douglas and his team will use this information to understand why changes in the FANCM gene make women more likely to develop breast cancer. This project is expected to lead to the introduction of FANCM testing in clinics, boosting the quality of information for women who are interested in their genetic risk and allowing those who may be at higher risk to take preventative action against breast cancer.

**“Your support provides researchers with the ability to uncover molecular details of disease, and also helps us understand life itself.”**

– Dr Rohan Bythell-Douglas, NBCF-funded researcher

**BRCA1 AND BRCA2 GENE MUTATIONS ONLY ACCOUNT FOR**

**50%**

**OF FAMILIAL BREAST CANCER DIAGNOSES**

**Knowing your level of genetic risk can inform your risk of developing breast cancer. Preventative removal of both breasts in people with genetic predisposition can reduce the risk of developing breast cancer by 95%. So work like this identifying further genes is absolutely essential in helping to save lives.**



# WOMEN'S HEALTH AND BREAST CANCER

**Just 30 minutes a day of physical activity – it doesn't have to be marathon training, it can simply be getting the vacuum out and giving the house a once-over – can help to reduce a person's chances of breast cancer by 13% or more.**

Physical activity is also known to have a beneficial impact on mental health, as well as improving the prognosis of those who have been diagnosed with the disease. Which is why we're delighted to have Mizuno and HART Sport as proud partners of NBCF. Both companies are offering a percentage of sales of specially designed products to NBCF.

HART Sport have designed Special Edition Pink Message Netballs and Touch Footballs to help fund NBCF's research for Australia's most commonly diagnosed cancer.

Mizuno will excitingly be launching a new running shoe this Breast Cancer Awareness Month to raise funds that will help put a stop to breast cancer taking lives.

We couldn't be more grateful for the effort that has gone into creating these products that will help fund life-saving breast cancer research.

The physical activity of using them will help people to reduce their likelihood of developing the disease too.



## ADENBROOK HOMES DOUBLE THEIR FIRST NBCF FUNDRAISER TARGET



– Adenbrook Homes team

Adenbrook Homes is a national home building network that offers clients a big brand product with a local builder experience. They partnered with NBCF in 2020 to help make life-saving breast cancer research happen. Adenbrook Homes has a firm belief in NBCF's vision of zero deaths from breast cancer by 2030 and their main avenue of support will be to raise funds through NBCF's campaigns. They kicked off the partnership by joining GO PINK in June.

GO PINK's proposition was a simple one – WEAR IT, SHAVE IT, COLOUR IT. Adenbrook Homes employees from all across Australia joined in, with pink uniforms being worn, sit-up challenges, head shaves and more. Clients and suppliers got involved and it was a really successful day, despite GO PINK looking a little different this year.

By bringing together suppliers, clients, colleagues, families and friends for GO PINK, Adenbrook Homes smashed their fundraising target by 100% and raised a fantastic \$24,746 to help NBCF fund vital breast cancer research.

“We, as a group understand the importance of ongoing research if we are to achieve zero deaths from breast cancer in the future. We will continue to support NBCF in any way we can and are humbled to be corporate partners.”

– Michael Kravic, CEO of Adenbrook Homes

# SHOP PINK

ALL FEATURED PRODUCTS  
PROUDLY SUPPORT  
LIFE-CHANGING BREAST  
CANCER RESEARCH

## HEALTH & BEAUTY

### NEW ghd® Pink Limited Edition

platinum+ hair straightener in powder pink

\$355 RRP

[ghdhair.com.au](http://ghdhair.com.au)



### Clinique

Dramatically Different Moisturizing Lotion+

\$49 RRP

[clinique.com.au](http://clinique.com.au)



### Bobbi Brown

Powerful Pinks – Luxe Matte Lip Colour Duo

\$72 RRP

[bobbibrown.com.au](http://bobbibrown.com.au)



### New ghd® Pink Limited Edition

gold® hair straightener in powder pink

\$295 RRP

[ghdhair.com.au](http://ghdhair.com.au)



Estée Lauder Limited Edition NEW Advanced Night Repair

\$159 RRP

[esteelauder.com.au](http://esteelauder.com.au)



La Mer The Moisturizing Cream

\$250 RRP

[cremedelamer.com.au](http://cremedelamer.com.au)

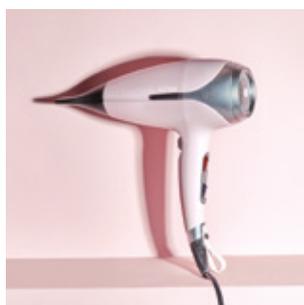


### New ghd® Pink Limited Edition

helios™ hair dryer in powder pink

\$300 RRP

[ghdhair.com.au](http://ghdhair.com.au)



## GIFT & HOMEWARES

Francesca "Awareness" Bracelet  
\$59 RRP



[francesca.com.au](http://francesca.com.au)

Interflora Floral Arrangements  
From \$66 RRP



[interflora.com.au](http://interflora.com.au)

Aveda Hand Relief™ Moisturizing Crème, Cherry Almond Aroma  
\$47 RRP



[aveda.com.au](http://aveda.com.au)

Vorgee Silicone Cap  
\$9.99 RRP



[vorgee.com](http://vorgee.com)

Sperling Cherry Blossom Car Sunshade  
\$15 RRP



[bigw.com.au](http://bigw.com.au)

Sperling Bra Wash Bag  
\$5 RRP



[bigw.com.au](http://bigw.com.au)

Sperling Pink Ribbon Air Fresheners  
\$2.50 RRP



[woolworths.com.au](http://woolworths.com.au)

Chilly Towel Instant Cooling Towel  
\$27.50 RRP



[chillytowel.com.au](http://chillytowel.com.au)

4 Ingredients Cook 4 a Cure Cookbook  
\$24.99 RRP



[4ingredients.com.au](http://4ingredients.com.au)

# SHOP PINK

ALL FEATURED PRODUCTS  
PROUDLY SUPPORT  
LIFE-CHANGING BREAST  
CANCER RESEARCH

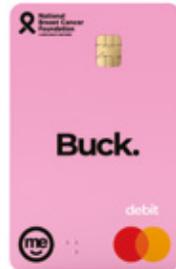
## LIFESTYLE & FOOD

### ME Bank

'Pink' Everyday Transaction  
Debit Master Card\*

\*Conditions, fees and charges apply.  
Consider if this product is right for you.  
Members Equity Bank Ltd.

[mebank.com.au](http://mebank.com.au)



## GIFT & HOMEWARES

### Oasis Horticulture

Princettia  
Various  
prices



[oashorticulture.com.au](http://oashorticulture.com.au)

### National Breast Cancer Foundation

Reusable  
Drink Bottle

\$32.95 RRP



[nbcf.org.au](http://nbcf.org.au)

### Sumich

Carrots  
Market  
Price



[sumich.com](http://sumich.com)

### Alka Power

Alkaline Spring  
Water 600ml

\$2 RRP

Available in  
retailers nationwide



## CLOTHING & ACCESSORIES

### Bisley Workwear

Lightweight  
Hi-Vis Shirt

From \$49.95 RRP

[bisleyworkwear.com.au](http://bisleyworkwear.com.au)



### Mizuno

Project  
Zero  
Running  
Shoe\*

\$240 RRP



[mizuno.com.au](http://mizuno.com.au)

\*Available  
1 October.

### Entertainment

Membership  
App

From  
\$69.99 RRP

[entertainment.com.au/  
orderbooks/201w726](http://entertainment.com.au/orderbooks/201w726)



### National Breast Cancer Foundation

Hoodies

\$54.90 RRP

[nbcf.org.au](http://nbcf.org.au)



### HART Sport

Pink Message Netball  
or Touch Football

\$20 RRP each

[hartsport.com.au](http://hartsport.com.au)



### Breathe Easy Australia

Reusable  
Pink Face  
Mask

\$39.95 RRP

[breatheeasyau.com.au](http://breatheeasyau.com.au)



### Safestyle Eyewear

Pink Frame Safety Glasses  
Certified – AS/NZS 1337.1

From  
\$27.99  
RRP

[safestyle.com.au](http://safestyle.com.au)



## STATIONERY

### Double A

Smarter Smoother Paper  
for quality prints

Various prices

[doubleapaper.com.au](http://doubleapaper.com.au)



### Sojo (Tradie)

Men's Front Trunks

\$12 RRP

[tradieworkwear.com.au](http://tradieworkwear.com.au)

