



think before you pink

Before you buy a product with a pink ribbon on it to support “the fight against breast cancer,” ask a few key questions:

How much money actually goes toward breast cancer programs and services?

Can you tell? Is it enough? If not, give directly to the charity instead.

Where is the money going?

What organization will get the money? If you can't tell or you don't know what the organization does, reconsider your purchase.

What types of programs are being supported?

If research, what kind? If services, are they reaching the people who need them most? Programs supporting “breast cancer awareness” ignore the fact that we are already aware that cancer is a problem and that we need to act in order to end the epidemic.

What is the company doing to assure that its products are not contributing to the breast cancer epidemic?

Is the company selling cosmetics that contain chemicals that have been linked to the disease? Is it urging consumers to buy a car that emits toxic air pollutants? Don't let a company's “pinkwashing” divert attention from its product's potential hazards.

See a questionable promotion? Contact the company, tell your friends, and join Breast Cancer Action at www.bcaction.org.

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