

A new voice for women with breast cancer



Photo: Amoena ambassador, Della Oguenleye (LS), Amoena ambassador, Geneviève Perrin (RS)

Amoena, the world leader in the manufacture of breast prostheses, has today launched a new digital platform to give women with breast cancer a voice and a place to find support and guidance from the day they are diagnosed through treatment and for the rest of their lives.

Research shows that more than 50 percent of women who have undergone cancer-related breast surgery feel poorly informed about their treatment options. "Many of these women find it difficult to express their thoughts and feelings and do not always know where to turn for help, support and guidance. This is one of the things we are hoping to change with this initiative," says David Fisher, Country Manager of Amoena in the UK.

Amoena has just launched the website, thedayiwastold.co.uk, that aims to break down taboos surrounding breast cancer and mastectomy, providing easily-accessible information on everything from diagnosis and treatment to rehabilitation and beyond.

Fisher explains that the website was created in close collaboration with women who have been diagnosed with breast cancer, in order to make it as relevant and meaningful as possible. "Increasingly, women want to play a part in their treatment options and taking responsibility for their own recovery. In doing this they often seek out information online," says Fisher. He hopes that women affected by the disease will find support from the website and use the hashtag #SupportingConfidence to speak freely and openly about breast cancer.

The ambition is that no woman diagnosed with breast cancer should feel alone and uninformed, explains CEO of Amoena, Lene Ploug Bülow:

"The day iwastold.co.uk is a place where women can go to find out more about their treatment options, learn from each other's experiences and know that they are not alone. We want to be a life-long-partner from the very beginning and at the same time, create more awareness about a group in society, who need much more attention," says Bülow.

ENDS

Notes to the Editor

Facts & figures

- More than 5,200,000 women worldwide have survived breast cancer¹
- It is estimated that 1,676,600 new cases of breast cancer are diagnosed every year worldwide¹
- 1 in 8 women will be diagnosed with breast cancer in their lifetime¹
- More than 50 per cent of women do not get enough information after mastectomy²

¹Latest global data available. Source: American Cancer Society. Global Cancer Facts & Figures 3rd Edition. Atlanta: American Cancer Society; 2015.

²May 3, 2017 by JAMA Surgery. "Quality of Patient Decisions About Breast Reconstruction After Mastectomy."

About Amoena

Established in 1975 in Southern Germany, Amoena is the originator of the silicone breast form, with unrivalled expertise in adapting technology to enhance the lives of today's women. It is our mission to improve women's quality of life after breast surgery and to be a companion throughout their life's journey. Amoena is the world leader in breast care, with a range that spans breast symmetry products and enhancers, lingerie, swimwear, leisurewear and accessories.

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