

Let's talk openly about breast cancer



Photo: Supporting Confidence's ambassador, Ginger Johnson

Since launching in June, women throughout the U.S. have shared their stories and experiences about breast cancer on TheDayIWasTold.com. Their experiences differ, but their message of support is the same, and they all agree that we should talk more openly about breast cancer.

Amoena, the world leader in the manufacture of breast prostheses, launched the website as part of an initiative to provide women diagnosed with breast cancer with a platform where they can find advice, support and guidance, while sharing their experiences and reflections on living with the disease.

"The day I was told I had breast cancer was quite difficult. Cancer was not on my radar. It's something that I never had imagined could happen to me, especially being so young, and so it was a definite life shift," says Ginger Johnson, a contributor to the site who today lives a cancer-free life.

Johnson hopes that her story will help inspire women diagnosed with breast cancer and serve as an example of how life is still "good" after mastectomy and treatment.

As one in eight women will be diagnosed with breast cancer in their lifetime, Amoena believes it is extremely important that there is a place where they can go and find support and advice.

"It is our hope 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," says Lene Ploug Bülow, CEO of Amoena.

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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.

Contact information

For more information or to arrange interviews with Ginger or an Amoena representative, contact:

For U.S.: Shan Willoughby, Amoena Marketing Manager, +1 770 281 8239 / press@amoena.com

For HQ Germany: Thekla Baumann, Business Partner, +49 8035 871 186 / presse@amoena.de