

Stay In Touch.[®]

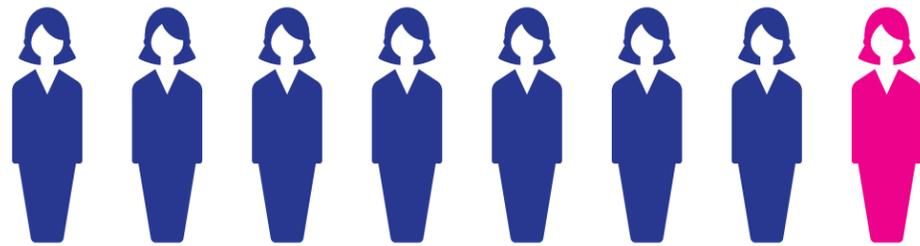
It could save lives.

An Innovative Program Focusing On
Early Detection.





Breast cancer is the most common cancer among American women.



1 in 8 women will develop breast cancer,

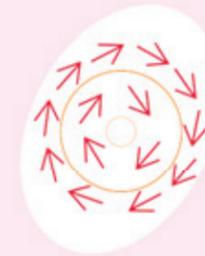
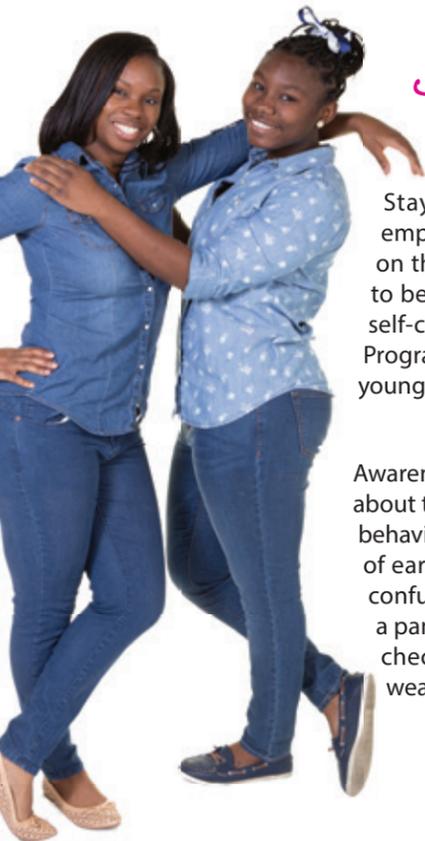
40,000 will die from breast cancer this year. Most importantly of all of these statistics, there is a **98% chance of surviving breast cancer if it is detected early**. There are thousands of breast cancer campaigns out in the world but none focus on early detection. Lives would be saved if more women were empowered to self-check their breasts regularly for abnormalities therefore resulting in early detection. So why don't more women perform self-checks? Mostly because of pure lack of knowledge to do so!

98% SURVIVAL RATE

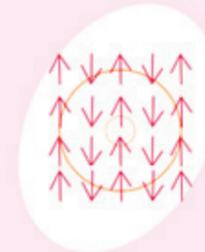
That's where Stay In Touch® comes in.

Stay In Touch® was conceptualized by women, for women. Stay In Touch® empowers the individual female (whether it be a young girl or mature woman) on the importance of prevention by early detection. This bra has the potential to become the first of its kind as a piece of lingerie that doubles as a guide for self-check, therefore giving bras a new purpose: to save lives. The Stay In Touch® Program's ultimate goal is to make self breast checks a normal part of self care for young girls and all women today.

Awareness and symbols are printed on the bra itself to educate and remind women about the importance of regular self-checking. The cue is the bra, which creates the behavior by motivating positive acts like self-check which then produces the reward of early detection. The bra itself would be seamless and smooth that would not confuse the feel of the bra with the breast underneath. The woman may consult a pamphlet/label which is attached to the bra and outlines the procedure of self-check in great detail. The label will be printed with a URL code that sends the wearer to a website for more information on breast health awareness.



Circle



Up & Down Lines



Wedge

Stay In Touch® will:

- Instruct:** Instructions for self check will be on the cup (*We will include the circle, up & down lines and wedge technique to simulate how to self-check*)
- Instill:** The design becomes a visual trigger to prompt a breast self-check
- Inform:** The designs will inform our audience and link education with action
- Inspire:** The style of these patterns will inspire change in how we think about breast cancer

We aim to **create a community** around education, behavior and encouragement for women to take their health into their own hands. We would love to witness the day a mother takes her young daughter to buy her first bra and both of them buy a bra with our printed self-check diagram on it. Just imagine this same young girl going to school and talking to her friends about the importance of self-checking as if they were talking about what they had for breakfast! If women understand self-check at a young age, then detecting changes on breasts will become easier due to familiarity. We are very hopeful that this will reduce the staggering number of breast cancer statistics. We hope the normalization of self-check will create an increase of awareness and then early detection thus providing the opportunity to treat breast cancer early. Not only will Stay In Touch® be helpful it will keep that sensuousness and femininity that we all look for in lingerie.

We will become the **world's first brand** to offer women an iconic and unforgettable tool that supports healthy breast education and positively changes habits and attitudes toward self-check. In terms of brand alignment, the Stay In Touch® Program has enormous scope, it affords opportunity to grow new markets, to gain further market share of existing territories and be part of an exciting, first-of-its-kind global campaign that fundamentally extends the function of wearing a 'bra' to wearing a life saving device. As an educational tool Stay In Touch® also provides opportunity for a brand to extend into overall health education in the school system, communities, health care industries, and more. Let's shift the focus from the fight against breast cancer to the power of women's actions now. Stay In Touch® Bra comes with the endorsement of The American Breast Cancer Foundation and a team of passionate, skilled professionals who are committed to making sure this project reaches full global potential.

Charitable Long term Gift Giving: For every product sold \$1 is donated to the American Breast Cancer Foundation for helping the underserved or uninsured with life saving mammograms, sonograms and more.

Find out how you can participate, by calling 240-462-3553.





Brenda is the CEO of BCL Teams – Believe, Create, Lead, a consultancy and coaching with the sole mission of creating healthy cultures and leadership skills. She has over 45 years of experience in promoting good health and fitness for all ages. She is an accomplished author, advocate as well as business owner. Prior to BCL Teams, she co-founded a corporate fitness management company and successfully grew the business into a national organization and sold the business after 30 years. Brenda shares her experience and knowledge by helping others through her speaking engagements, leadership skills and healthy lifestyle habits. She is a WBENC-Certified WBE committed to providing quality wellness and fitness solutions that align seamlessly with

organizational, professional and personal needs.

Brenda is currently a member of the Advisory Board of Directors for the International Association for Worksite Health Promotion and The International Council on Active Aging. Brenda chairs the Board of Directors for the American Breast Cancer Foundation based in Columbia, Maryland. Some of her publications include: *Women's Intuition: A Business Woman's Perspective on the Skills, Strategies and Savvy Needed in Selecting a Health Promotion Vendor*, *"Wellness Councils of America Absolute Advantage," You Can Play: A Commitment to a Lifetime of Health, Changing Professionals for a Changing Industry*, HPCareer Net's quarterly newsletter: *Exercise & Women's Health for the National Women's Health Report*. *Why Wait for a Heart Attack to Get In Shape* was published for The International Organization of CEOs publication and *Just Move — Make It A Lifetime Commitment* was published in her alumni paper for the University of Wisconsin-LaCrosse.



ABCF.org

For more information call Brenda Loube at 240-462-3553.