



**An angel's touch**  
A helping hand for  
moms in treatment



**A warrior spirit**  
How one woman  
kicked cancer's butt

**MEDIA  
PLANET**

November 2011

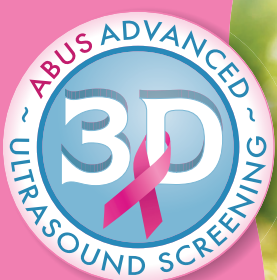
# BREAST CANCER



## LEARNING TO LIVE AGAIN

Breast cancer survivor **Olivia Newton-John**  
reveals her road to recovery

PHOTO: DAVID GREENHOUSE



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CHALLENGES



TIP

1

IT'S NEVER TOO EARLY TO LEARN ABOUT BREAST HEALTH

Living with cancer is a process of discovery—life after diagnosis will never be the same. **This is why strong support is so necessary—to thrive, rather than just survive.**

The survivor shift: Finding your “new normal”

Thanks to advances in the treatment of breast cancer, for the 23,600 Canadians diagnosed with the disease this year, the five-year survival rate is 88 percent. This is good news. However, just because treatment for breast cancer is finished, the journey is not necessarily over.

You have lived through the shock of a diagnosis, subsequent surgery and completed rounds of radiation and/or chemotherapy. After months of being in a clinical setting and forming relationships with your healthcare team and other patients, the hospital doors close and you are expected to move on. Family and friends who were dedicated to supporting you want things to get back to normal and they expect you to return to your old, pre-cancer self.

**Finding your new “normal”**  
For many breast cancer survivors

this may no longer be possible; there is no “going back”. It is a process of discovery; there is a new paradigm associated with life after diagnosis. Finding that new normal does not have a set timeline. Adjustments to the way we deal with day to day issues and in fact, our entire lives may be necessary.

Your hair may have grown back and you may have more energy than you did when in active treatment but there may also be physical and psychological side effects that endure. Long-term effects of treatment may include: early menopause (with all the associated symptoms including mood swings, hot flashes, etc.), weight gain, lymphedema, aches and pains. You may experience: fear of the cancer returning, body image issues, relationship concerns. Many of these long term side effects are often borne in silence.

**Seek understanding and support**  
No one understands the impact a

**Virginia Yule**  
Cancer survivor,  
Executive Director,  
Willow Breast Cancer Support Canada

MY BEST TIPS

“Finding that new normal does not have a set timeline. Adjustments to the way we deal with day to day issues.... and our entire lives may be necessary.”

breast cancer diagnosis has on one’s life and the challenges that will be faced as well as someone who has travelled the same path—a peer.

Willow’s peer support team can make a positive difference for you. They are here to listen and share the experience with you, throughout the continuum of your life with breast cancer.

We all hope to survive for years to come. Most of us will.

Some will not. We do our best not to impose upon family, friends and caregivers once cancer treatment is over. But please remember, it takes time to learn how to live in our new normal.

We want to learn how to thrive, not just survive. For support and information to help you throughout your breast cancer journey, contact Willow Breast Cancer Support Canada.  
1.888.778.3100 or [www.willow.org](http://www.willow.org).

**VIRGINIA YULE**  
[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

Young women bust breast exam myths

**I was just 22 when I lost my mom to breast cancer. My grandmother had also had it. In other words, I became “aware” of breast cancer at a very young age.**

But that didn’t mean I knew what steps I should be taking myself to be on top of my breast health.

I went looking for breast health information in my 20s. The brochures I found had a 65-year-old on the cover and were pretty drab—not very inspiring for a young person. My take-away message: breast cancer is an older woman’s disease and I had lots of time before I needed to start thinking about it. Not

true!

**Targeting a younger demographic**  
Rethink Breast Cancer burst on the scene 10 years ago with a desire to change the face of breast cancer and make the issues relevant to young women. Most women in their 20s and 30s are busy building a life, a home, a career and aren’t thinking about breast cancer. Rethink aims to grab young women’s attention and motivate them to consider their breast health. Our approach is upbeat (sometimes cheeky) and tries to take the fear out of using early detection methods. (See our new Your Man Reminder App: Page 8)

**Teaching proper exam technique**  
Rethink’s earliest goal was to clear the confusion around breast self-exam. For years, health care providers pushed an official “breast self-exam” technique, creating multi-panel pamphlets with medical diagrams outlining all the steps to perform such an exam. Young women were intimidated and didn’t bother checking their breasts because it was too

FEEL YOUR WAY  
You’re the best judge of what feels normal—report anything out of the ordinary to your doctor.

complicated.

Taking charge of your breast health doesn’t have to be difficult. Early detection starts with being “Breast Aware”, which simply means knowing your breasts. Make it a regular habit—touch them, look at them, feel around. If you find anything unusual, report it to your doctor.

**You know your body best**  
Every woman will have her own way of touching and looking for changes; there’s no special technique and you don’t need any training. You might check when you’re dressing or in the bath or shower. Whether you are lying down or standing up, the important

thing is to be familiar with how your breasts look and feel normally, so you notice changes.

We love a good, chill attitude in life, especially in our fast-paced, technology driven world. But, there’s never a good reason to take a wait-and-see approach when it comes to your health. When breast cancer is found early, you have more treatment options and a better chance of beating it. So, if you find a change in your breast, report it as soon as possible to your doctor.

**MJ DECOTEAU**  
Founder and Executive Director,  
Rethink Breast Cancer  
[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

WE RECOMMEND

**An angelic helping hand**  
How the Nanny Angel Network gives moms some much needed support.

PAGE 6

“Dealing with the everyday stress of their diagnosis is taxing enough which is where The Nanny Angel Network steps in...”

**The female perspective** p. 5  
The unique financial worries women face.

**A cancer warrior** p. 7  
How kick boxing gave one woman the strength to fight her diagnosis head-on.

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Responsible for this issue:  
**Publisher:** Nienke Woodburn  
[nienke.woodburn@mediaplanet.com](mailto:nienke.woodburn@mediaplanet.com)  
**Designer:** Penelope Graham  
[penelope.graham@mediaplanet.com](mailto:penelope.graham@mediaplanet.com)  
**Contributors:** MJ DeCoteau , Tonya Facey, Catherine McCormack, Pauleanna Reid, Virginia Yule

**Managing Director:** Gustav Aspegren  
[gustav.aspegren@mediaplanet.com](mailto:gustav.aspegren@mediaplanet.com)  
**Production Coordinator:** Jemima Codrington  
[jemima.codrington@mediaplanet.com](mailto:jemima.codrington@mediaplanet.com)  
**Business Developer:** Chris Vassallo  
[chris.vassallo@mediaplanet.com](mailto:chris.vassallo@mediaplanet.com)

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DONT’ MISS!

Your best breast health practices

**Your breasts change naturally throughout your life:**

- Growth at puberty.
- Swelling, lumpiness or tenderness before menstrual periods.
- Become larger and firmer during pregnancy and breastfeeding.
- Become less firm and dense at menopause.

**Breast changes to look for include:**

- A breast lump.
- Dimpling of the breast.
- Changes in breast size.
- Changes in the nipple.
- Liquid leaking from the nipple.
- Changes in skin (e.g. looks like an orange peel).
- Redness or discolouration that does not go away.
- Any other unusual changes in your breasts.

*Be Breast Aware, a Willow Publication Available in 10 languages*

■ *Courtesy of [www.willow.org/BBA](http://www.willow.org/BBA)*



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team will offer a full range of breast health services. From prevention and screening to cutting-edge innovations in treatment and on-going care, all the women you love will get the best care anywhere in the world.

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Breast Cancer Centre**

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**When singer and actress Olivia Newton-John discovered a lump in her breast in 1992, her initial diagnosis was cancer-clear.** Knowing inherently that something was wrong, she challenged this—and eventually located breast cancer. Now, she helps women be proactive about their breast health.

# Trust your instincts, win the battle

**LEADER TO LEADER**

**It takes enormous strength and courage to find light in a world of darkness, but multi-award winning singer and actress Olivia Newton-John exemplifies that it is possible.**

Since overcoming her battle with breast cancer nearly 20 years ago, she has learned to appreciate life's simple pleasures and has redirected her energy towards empowering and educating women about this disease. Her confidence stems from a memorable journey which all started when she discovered a lump in her breast back in 1992. After testing the abnormality, she underwent a mammogram and needle biopsy, which both came back negative. However, her instincts pushed her to continue with more screening and, after a surgical biopsy, her cancer was discovered. "If I hadn't had that feeling that something was wrong, maybe we wouldn't have found it. So I tell women if you feel that there is something wrong, follow it up. Trust your instincts," advises Newton-John.



**Conquering fear**

The biggest struggle that she faced subsequent to receiving her diagnosis was the fear of dying. With the support of loved ones, however, she changed her way of thinking and brought out the positive from a negative situation. "After my first chemo treatment, instead thinking of a poison going through my body, I imagined it as a golden light that was going to cure the cancer and make me better," states Newton-John. She credits yoga, meditation, acupuncture, massage and herbal products made from rain forest botanicals as a major part of her recovery and well being. Newton-John and her husband run a business called the Amazon Herb Company, which consists of herbal products created from plants that grow in one of the purest and beautifully rich soils on the planet. The skin-care system uses natural ingredients to restore the health and vitality of the skin.

**There's power in giving**

"Since conquering cancer, life is amazing; everything I do is around health and healing," she affirms. Newton-John has partnered with the Austin hospital in Melbourne, Australia to launch the Olivia Newton-John Cancer and Wellness Centre. The healthcare facility is scheduled to open its doors in June of 2012 and will offer a range of medical treatments, supportive care and complimentary therapies such as: support groups, educational programs, music and art therapy, nutrition and exercise. The inspiration behind the full service cancer centre is to focus not only on chemo and radiation, but to provide care for the

whole person: body, mind and spirit. "I am thrilled," she announces. "I really want to help people who are going through cancer and now my dream is coming true."

**"If I hadn't had that feeling that something was wrong, maybe we wouldn't have found it."**

**Turning wounds into wisdom**

Newton-John's ability to openly share her personal experience with others has allowed her to empower, motivate and inspire women around the world. Two decades later and cancer free, she continues to fight for a cure, launching LivAid, a breast self-exam device that enhances a women's touch so that every lump and bump is magnified and it is easier to notice any chan-



ges in the breast. To date more than 1.3 million LivAids have been distributed to women around the world and she continues to promote the importance of breast health and how women can take control of their bodies. "I am fine today and stronger than before and I give credit to early detection," says Newton-John.

**Upcoming projects:**

- Cookbook "LivWise: Easy Recipes for a Healthy, Happy Life" April 2012
- Movie "A Few Best Men" released early 2012
- Amazon Rain Skin Care line, available now

PAULEANNA REID  
editorial@mediaplanet.com

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Quarterly Magazine  
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Pink&Teal will be the only Canadian quarterly publication aimed at responding to the everyday questions and concerns of all Canadian women living with a breast or gynecological cancer diagnosis.

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PREVENTION



SCREENING SAVES LIVES

■ **Question:** Why is it so important for women to be “breast aware”?

■ **Answer:** Understanding your breast health is the first step in preventing cancer.

**Breast cancer is the most common cancer among Canadian women above the age of 20, therefore detection and screening for accurate and early diagnosis are key components to improve and lengthen the quality of life.**

Discovering cancer at the earliest possible stage provides more treatment options, less invasive forms of treatment and a better chance at surviving the disease.

**Advancements in technology**  
Over the last 40 years there have been huge advances in screening technology, training and equipment. The most common and effective

breast cancer screening for women who are at average risk of breast cancer is mammography. “A mammography every two years starting at 50 years of age is recommended for women at average risk. They are also eligible to be enrolled in the Ontario Breast Screening Program (OBSP) to receive it for free,” states Dr. Linda Rabeneck, vice president of Prevention and Cancer Control for Cancer Care Ontario. For women with a higher risk, they may require a combination of digital mammography, MRI and breast ultrasound, however, no test is 100 percent perfect. Some results show signs of cancer that are ruled out when further testing is done; this is called a false positive. About one in 10 women may be called back for more testing after their mammogram, but most women who require additional testing will not have breast cancer.

**Screening saves lives**  
The OBSP is a province-wide organ-

ized program that provides high-quality breast screening services to women. Although there are breast cancer clinics across Ontario, not all offer the same high quality of service, which is why it is important to either have a mammogram done at an OBSP site or visit a clinic in the Canadian Association of Radiologists’ Mammography Accreditation Program. “It doesn’t mean that the facility isn’t doing a good job, but you really don’t know for certain. We encourage physicians to refer their patients to facilities that are accredited because that’s a recognized standard,” says Dr. Nancy A.T. Wadden, radiologist at St. Clare’s Mercy Hospital. Women are encouraged to educate themselves on the various options available, take their lives into their own hands and prevent cancer before it happens.

PAULEANNA REID  
editorial@mediaplanet.com



DON'T MISS!

Cancer tops women’s list of health concerns

**Canadians, particularly women, are more afraid of cancer than any other health concern,** according to the 2011 Desjardins Financial Security (DFS) Health Survey. At the same time, these women feel significantly less financially secure than their male counterparts when it comes to dealing with the costs of such an illness and tend to rely more on their formal and informal support networks.

Women fear cancer more than men

Women are more concerned about cancer: 28 percent of female survey respondents identified receiving a cancer diagnosis as their greatest health fear, compared with only 20 percent of men surveyed. That is particularly interesting considering that the reality is that more men than women will be diagnosed with a new cancer in 2011 (52 percent in men versus 48 percent in women) and will die from cancer (53 percent in men versus 47 percent in women).

Women are more attuned to the financial impact of critical illness and they are less confident about their financial situation: The women in the survey are also more likely than men to say that they are not prepared to deal with the financial fallout of a critical illness such as cancer. Only 32.5 percent of women believed they could afford the costs of a critical illness not covered by private or government health insurance versus 39.4

percent of men. In terms of personal savings for things like retirement and unforeseen emergencies, women tend to feel less secure with only 35 percent reporting adequate savings compared with 42 percent of men.

What we found may surprise you

Women have more experience with critical illness and with caregiving: It is also interesting to note that women are more likely to have had direct experience with the critical illness of a close friend or relative (78 percent vs. 72 percent of men) and are considerably more comfortable discussing their health (86 percent) than men (76 percent). At the same time, the women surveyed have more confidence in the healthcare system to help them during treatment (58 percent vs. 49 percent of men) and would be far more likely to turn to their families for help (63 percent) in the event of a critical illness (vs. 52 percent of men). Women are also far more likely to be the primary caregiver in the household, looking after both their children and their elderly parents. The responsibilities of this “Sandwich Generation” fall on women a staggering 77 percent of the time.

*All statistics, unless otherwise indicated, are taken from the Desjardins Financial Security Health Survey.*

COURTESY OF CANADIAN CANCER SOCIETY  
editorial@mediaplanet.com

Are you going for a mammogram?

If so, it’s a good idea to check if the centre you are going to is accredited.

The Canadian Association of Radiologists **Mammography Accreditation Program** ensures that the quality of imaging meets the highest standards.

To find out if the centre you visit is accredited, go to:

[www.car.ca/en/accreditation/accredited-centres.aspx](http://www.car.ca/en/accreditation/accredited-centres.aspx)



Canadian Association of Radiologists  
L'Association canadienne des radiologistes



NEW TOOLS IN THE FIGHT AGAINST BREAST CANCER

**Finding breast cancer as early and accurately as possible can save women’s lives and allow for less invasive treatments.** New imaging methods, such as digital mammography and breast MRI (Magnetic Resonance Imaging), are already revolutionizing how breast cancer patients are screened to detect cancer at an early stage. Imaging researchers at the Ontario Institute for Cancer Research are now working on the next generation of tools that can accurately detect harmful cancer cells even earlier, so patients can be treated sooner and more effectively.

For more information visit:  
[www.oicr.on.ca](http://www.oicr.on.ca)



Funding for the Ontario Institute for Cancer Research is provided by the Government of Ontario.

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- Promoting a healthy estrogen balance

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SUPPORT



**TAKING CARE**  
The Angels gather at a group retreat.  
PHOTO: NANNY ANGEL NETWORK

**Being a young mom is hectic enough — battling cancer at the same time can make it feel impossible.** The Nanny Angel Network was created to give such moms some much-needed support.

# An angelic helping hand

**Whether it’s heading off to doctor’s appointments, going for treatment, running errands or simply looking for a few minutes by themselves, mothers living with cancer have a different need for support when it comes to care for their children.**

Dealing with the everyday stress of their diagnosis is taxing enough which is where The Nanny Angel Network steps in to provide the type of support that these mothers need.

**Identifying a need**

The Nanny Angel Network provides free childcare for mothers undergoing treatment for breast cancer through a

team of professional, volunteer nannies. The Nanny Angel Network was founded in 2009 by Audrey Guth, a mother of four and breast cancer survivor, who during her own experience with cancer realized that there was no childcare support available for women during treatment. That’s when she had the idea to create an organization to link professional nannies with young mothers undergoing treatment for cancer to provide a bit of relief. Currently with chapters in Toronto, Ottawa, Calgary and Vancouver, The Nanny Angel Network is funded by Rethink Breast Cancer, is sponsored by Diamond Personnel and Nannies

On Call among others, and relies on the generosity of professional nannies who donate their time to work with families. The organization currently has 86 Angels and has helped 94 families since its inception.

**Connecting mothers and angels**

To participate in the program, mothers must be diagnosed with breast cancer and be receiving treatment or in the early phases of recovery. They must also have children under the age of 12 and not employ a full-time nanny. Families that participate in the program are often referred by a family doctor, oncologist or social worker or have contacted the organization directly.

The Angels undergo extensive training as part of the Nanny Angel Training Program in preparation for their assignments to help them work compassionately with children whose mothers have cancer and are even trained in CPR and first-aid.

The Angels come prepared with an Angel Activity Bag filled with books and arts and crafts to entertain the children and provide a safe, fun and educational experience for the children while they are there and help out in other ways.

**A greater goal**

Aside from supporting young mothers living with cancer, the Nanny Angel Network aims to increase breast health awareness within the Nanny Angel community and also to help improve the image of nannies in the community and highlight the important work that they do daily.

**Read more on the web:**  
[www.nannyangelnetwork.com](http://www.nannyangelnetwork.com)

**TONYA FACEY**  
editorial@mediaplanet.com



## Spread the news about breast health

**Up until four years ago, women didn’t have access to a consumable supplement that provided preventative measures against breast cancer. FemMED’s clinically-tested “Breast Health formula” was created to address this health concern and reduce risk.**

With an emergent number of health issues on the rise, the need to support gene structure in the breast has become a significant concern amongst women. The formula helps to balance estrogen levels and provides a support system that modifies a woman’s breast cellular structure. There have been no reported adverse side effects. “Also on the positive side, those women who experience breast tenderness during monthly cycles may experience a decrease in this uncomfortable feeling,” says Dr. Maggie Laidlaw, direc-

**“To some extent, women are educated about preventative and screening measures, but this knowledge is not as widespread as it needs to be.”**

tor of the Clinical Trials Division at Nutrasource Diagnostics Inc. Other benefits of taking this supplement includes: eight hundred IUs of vitamin D3 per daily dose and calcium-D-glucarate, used not as a specific source of calcium but for its anti-carcinogenic effects. “The product is not a mineral supplement, but consists of a mixture of herbs chosen specifically for their synergistically

beneficial effects on breast health,” affirms Laidlaw. This supplement is distributed throughout Canada and can easily be found in your local drug and health food stores.

**Research results break new ground**

“To some extent, women are educated about preventative and screening measures, but this knowledge is not as widespread as it needs to be,” states Laidlaw. In addition to self-examination, maintaining healthy weight, regular exercise and low alcohol intake, this new formula is a positive addition to one’s ammunition against cancer. The natural health product supplement has undergone scientific testing by a controlled clinical trial at Nutrasource Diagnostics Inc. and the protocol was thoroughly examined by both Health Canada and an independent Research Ethics Board prior to commencement. “With

breast cancer affecting one in nine Canadian women, we were excited by the clinical trial results and the potential of such a unique and essential formula,” says Laidlaw. The major outcome of the clinical trial illustrated an alteration in estrogen metabolism to favour a reduction in abnormal breast cell growth that may be linked to a lower cancer risk in the pre and post menopausal women who took part. This discovery is revolutionary because it means that optimism and persistence has led to a possible treatment option for women at risk for breast cancer.

**PAULEANNA REID**  
editorial@mediaplanet.com

DON'T MISS!

**Driving prevention with ABUS**

It is commonly acknowledged that one of the keys to survival is early detection. Women between the ages of 50 and 69 are encouraged to get a mammogram every two years to aid in early detection, but a new technology, Automated Breast Ultrasound (ABUS) helps provide a fuller picture.

Researched and developed by U-Systems, ABUS has been approved for use by both Health Canada as the only ultrasound device for breast screening and by the Food and Drug Administration (FDA) in the United States. ABUS is a new 3D ultrasound machine that has been specifically designed and developed for breast imaging and is used to help improve the early detection of breast cancer. It provides a comfortable and pain-free breast screening experience for women, in comparison to a mammogram which uses compression as part of the screening process.

**A companion to mammograms**

“The somo-v Automated Breast Ultrasound System is not intended as a replacement for mammography,” explains Ron Ho, president and CEO of U-Systems. “However, there is a growing body of scientific evidence that supplementing mammography with ultrasound detects more cancers than mammography alone.”

While ABUS does not replace mammograms, it is meant to be used in conjunction with one in order to provide a clearer, more accurate picture of breast health. For women, especially those with dense breasts, ABUS can significantly increase the detection rate of breast cancer. When the breast tissue is dense there is a higher risk of cancer going undetected and coupled with the fact that women with dense breasts have up to five times a higher risk of getting cancer, it makes proper screenings very important.

**A different use for ultrasounds**

Unlike the handheld probes used for regular ultrasounds, including pregnancy, ABUS uses a large, automated probe that minimizes the chances of human error during the scan, which is often a concern with traditional ultrasounds. ABUS is able to capture hundreds of images of the breast in just a few minutes. In one sweep of the machine ABUS is able to take 600 images of the breast tissue and captures images approximately every two millimeters. Computerized software renders the images to provide a 3D image of the breast.

For those with breast implants, post-operative or scar tissue, ABUS is able to provide breast imaging where mammograms fall short. Because ABUS is radiation-free, young women and women who are pregnant or lactating can receive a screening without the worry of radiation as often as they’d like.

ABUS is currently available only outside of the public health system in Toronto through VIP Breast Imaging with national expansion plans on the horizon.

PHOTO : U-SYSTEMS INC.

**TONYA FACEY**  
editorial@mediaplanet.com



# INSIGHT

## Catherine McCormack

**Has battled:** Breast cancer, and currently lives with MS  
**Founder of:** Kickbox for The Cure

### INSIGHT

Catherine McCormack was already living daily with MS. When she was also diagnosed with breast cancer, she didn't just succumb to illness. **With the help of some friends and a fighting instinct, she has not only battled the disease—she's kicked its butt.**

## Not just a survivor, but a warrior

I am an athlete, a wife, a busy mom raising two beautiful, energetic little boys and very engaged in my local community and “mommy network”. When people find out that I have been battling both MS and breast cancer, most are shocked and don't understand how I can be so high functioning. They are baffled by my energy, fitness and drive. While I certainly have had my days through both of my respective battles, I believe that the only way through these challenges is to face them head on with humour, courage, and a positive attitude. I also believe sport has played an important role with my MS and cancer journeys. My motto has always been that I have MS, but it doesn't have me and I applied this motto to my battle with locally advanced breast cancer as well.

### Kicking cancer where it counts

I was determined cancer could not and WOULD NOT take away my dreams and my goals. Each Friday, after my Thursday chemo sessions, I would kickbox with my friends. These

“My oncology team told me to do this would not be possible. Remaining defiant, I trained.”

sessions became “Pink Fridays” and my team of kickboxing mavens would wear pink and help me kick cancer to the curb. Inspired by Pink Fridays, I spearheaded Kickbox for the Cure, a major black tie fundraiser which took place on September 30, kicking off breast cancer awareness month and raising a great deal of money for Re-think Breast Cancer. All this grew from a grassroots gathering of women pulling together to fight this beast of a disease that a staggering number of us are now facing.

### Running from doubt

My goals for 2011 included a podium finish at the Canadian Track and Field Championships. My oncology team told me to do this would not be possible. Remaining defiant, I trained.



While my reactions to each chemo treatment were unpredictable and at times, physically and emotionally challenging, I kept sport as my focal point to retain my strength. Defying the odds and, in spite of cancer, I qualified for and competed at nationals in Calgary this past June, three weeks after my eighth and final chemo, placing fourth.

### A true warrior

I'm grateful for the strength sport has given me to do battle against both of my diseases. And I thank the love and support of my family, friends and the power of a positive attitude for the rest. I'm conquering MS, was a cancer warrior, and to quote a dear friend, I'm now happy to be a “graduate”.



### TWEET ON THE STREET

What do YOU do for your own breast health?

### Caitlin McHugh, Mississauga

**1** Self examination once a month. I'm also going to be screened for the BRCA-1 and BRCA-2 genes since breast cancer runs in my family.

### Jamie Hamilton, Mississauga

**2** I get regular breast exams and I pay attention to any changes in my breasts. I have fibres in my breast tissue caused by too much caffeine and not enough water. I try my best to drink more water, especially on days when I know I have a lot of caffeine.

### Cristina Cole, Keswick

**3** I get regular exams, inform myself about family history, know my body and ask questions, even if I think they're dumb.

### Amanda Codrington, Mississauga

**4** I get an annual physical including blood work, as well as an annual mammogram since I was 38 because of my family history.

Join the conversation: Answer this question online!

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Facebook: facebook.com/mediaplanetCA



# Desjardins



## WE HAVE A STORY TO SHARE WITH YOU. IT'S CALLED STRONGER THAN CANCER.

If you were diagnosed with a serious illness like cancer, chances are you'd survive... but at what cost? Knowing you have a financial safety plan that includes Desjardins Financial Security's critical illness insurance will eliminate financial worries and enable you to focus on what really matters: Getting better.

What is stronger than cancer?  
In a word, 'you'. The most powerful force in the battle against critical illness is the human spirit.



**STRONGER THAN CANCER**

To learn more, go to **DesjardinsFinancialSecurity.com/StrongerThanCancer** or call **1-877-438-7656** to speak with a DFS Life and Health Insurance representative today.



**Desjardins**  
Financial Security®

Cooperating in building the future

Life, health, retirement



PRODUCT SHOWCASE



LivAid

The Aid is a heart shaped thin silicone pillow filled with a non-toxic lubricant that is placed over the breast during the monthly breast exam. The Aid increases sensitivity by reducing the friction between the fingers and the breast so that the sense of touch is enhanced and the feel of any lump or bump is significantly magnified. \$19.95 [liv.com](http://liv.com)



TESTING MADE SIMPLE

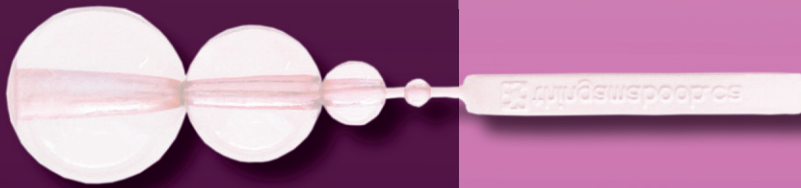
Tools for your “breast” self-exam!

Thingamaboob

Funny Name, Serious Message.

Made of pretty pink beads, the Thingamaboob shows women the different size lumps that can be detected through a variety of breast-screening methods. The Canadian Cancer Society recommends that women aged 50-69 get a mammogram every two years. Made by the Canadian Cancer Society. \$10. [thingamaboob.ca](http://thingamaboob.ca)

Actual Size!



Your Man  
Reminder App

Having trouble keeping your breast health in check? Why not let some eye candy lend a hand? This handy app lights up your smart-phone with a very welcome reminder—from keeping tabs on appointments to a breast exam heads up, it's amazing how a little sweet talking can get the message across. Made by Rethink Breast Cancer. Free on iTunes. [rethinkbreastcancer.com](http://rethinkbreastcancer.com)

