The Avon Breast Cancer Survey

Last year, 500,000 women lost their lives to breast cancer. Another 500,000 will do so this year. One of the main reasons is a lack of knowledge and awareness about breast cancer. Too many women still don’t know enough about the symptoms and risks of this disease.

At Avon, we believe no woman should die because she was left in the dark about breast cancer.

So, what are we going to do?

We are launching the Avon Breast Cancer Promise.

We will help every woman...
know the risks
know the signs
and know how to take action.

We spoke to 19,000 people to see what they know about the signs and risks of breast cancer.

Just 2 in 5 are confident they know the early signs of breast cancer.

One quarter think a lump is the only sign of breast cancer that can be identified with no medical equipment.

Just 2% know the ten main signs of breast cancer.

*Source: Breast Cancer Awareness Measure

More than half say they have a reason for avoiding a medical professional, including embarrassment and fear.

Nearly two-thirds of our respondents are unaware that exercise may help prevent breast cancer.

Six in ten don’t know that drinking alcohol is linked to the disease.

Many women are unaware their lifestyles could be increasing their breast cancer risk.

Visit us at: www.avoncompany.com/breast-cancer-crusade