

protectourbreasts



Brand Partnership

A Breast Cancer Prevention
Nonprofit Run by Young Women
for Young Women

What We Do

OUR MISSION

is to share the conversation about **chemicals in everyday products** found on the grocery shelves that **contribute to breast cancer**; empowering women to make safer choices to protect their breasts during **the most vulnerable periods** of their lives.

1 IN 8



1 in 8 women will be diagnosed with breast cancer in their lifetimes

WINDOW OF SUSCEPTIBILITY



Up through a first full term pregnancy, women are most vulnerable to chemicals of concern.

Who We Are

OUR STORY

Founder and Marketing Professor at the University of Massachusetts Amherst, Cynthia Barstow, was diagnosed with breast cancer at the same time as The President's Cancer Panel linked environmental toxins with cancer, and the Institute of Medicine declared breast cancer a life stage disease. She knew this was something she had to share with her college aged students and thus, Protect Our Breasts was born in 2011.



Cynthia Barstow



**Led by Isenberg School of Management and science students at
UMass Amherst.**

50+ Brand Partners



Supporters in the Industry





Safer Packaging Commitment

ALL BRAND PARTNERS MUST BE USDA ORGANIC

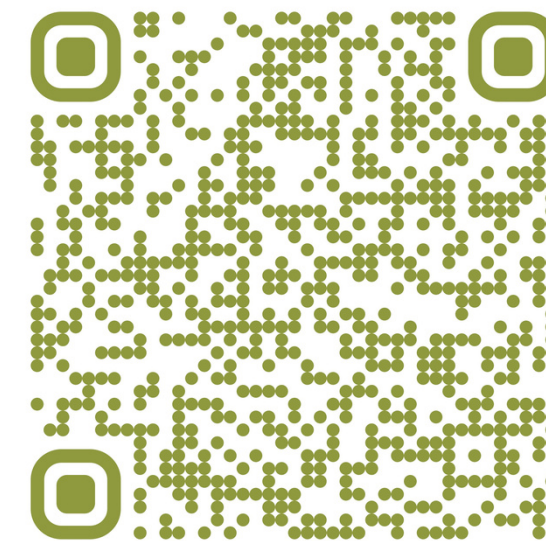
- Despite how safe your product is, chemicals in your packaging may be leaching into the product.
- You don't have safer alternative packaging available to you right now. We want packaging suppliers to be aware that both brands and consumers want to see change.

"A RISING TIDE LIFTS ALL BOATS"

- Together, we can create a safer marketplace.

WHAT ARE YOU COMMITTING TO?

- Sending the 3 databases of chemicals of concern in packaging on our form to your packaging supplier.



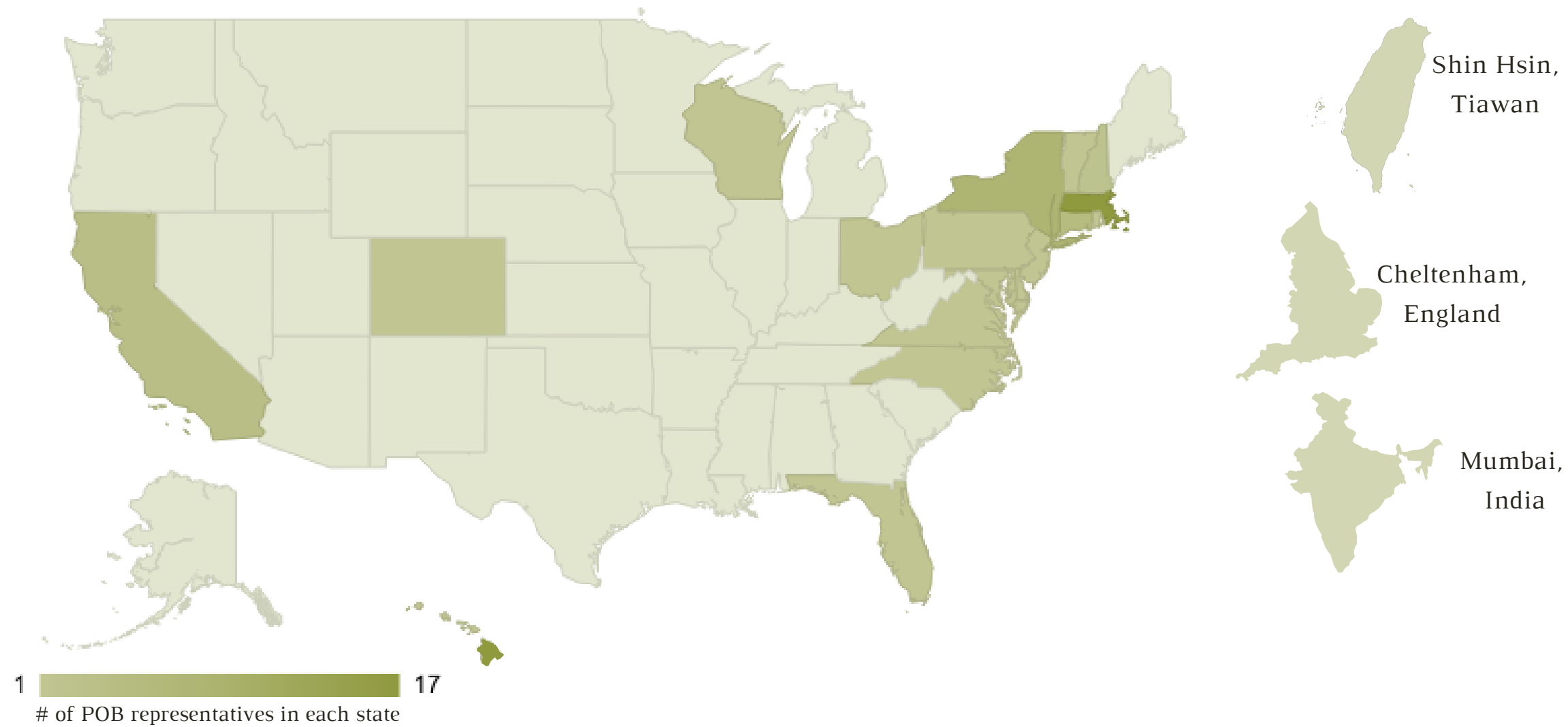
**SAFER
PACKAGING
COMMITTMENT
FORM**

HOW MUCH DOES IT COST TO PARTNER?

\$0.00

but seriously... nothing... ever.

Our Community



34 CAMPUSES

18 COMMUNITY REPS

Our Campuses



How Do We Educate

WWW.PROTECTOURBREASTS.ORG



@protectourbreasts



Protect Our Breasts



@ProtectOurBreasts



Protect Our Breasts



@ProtectBreasts



@Protect.Our.Breasts

Upcoming Collaborations

APRIL 14, 2023

PRESENTATION AT DARTMOUTH COLLEGE

BREAKING THE SILENCE:
EDUCATING BLACK WOMEN ON
BREAST CANCER DISPARITIES



MAY 9-11, 2023

PROTECT OUR BREASTS FOUNDER,
CYNTHIA BARSTOW, SPEAKING
AT ORGANIC WEEK IN
WASHINGTON DC



SUMMER 2023

PROTECT OUR BREASTS SCIENCE
TEAM TO PRESENT WEEKLY
SEMINARS AT HARVARD SUMMER
MEDSCIENCE PROGRAM

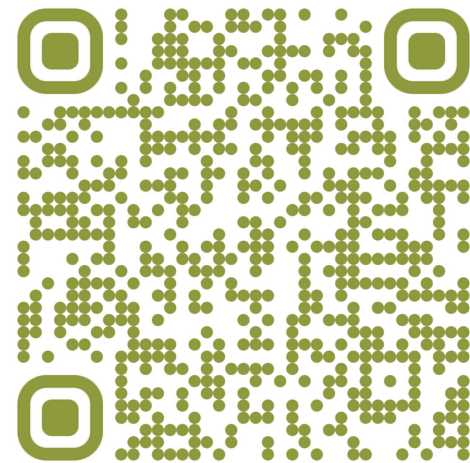


MEDscience
HARVARD MEDICAL SCHOOL

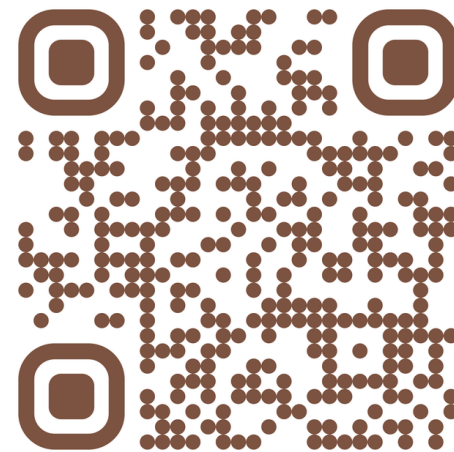


ADDITIONAL RESOURCES

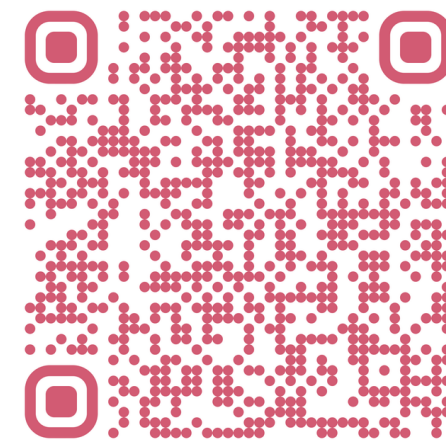
CONTACT OUR COMMERCE DIRECTOR, MADDIE KILEY, AT
MADDIE.PROTECTOURBREASTS@UMASS.EDU FOR MORE INFORMATION.



MEDIA KIT



BLOG POSTS



BRAND PARTNER
PROMOTION

Thank You!

