

BREAST CANCER PREVENTION NONPROFIT

PROTECT OUR BREASTS

ABOUT PROTECT OUR BREASTS



Background:

In 2010, a professor finishing treatment gathered a group of college students to start a breast cancer prevention organization, Protect Our Breasts, at the University of Massachusetts Amherst. With a mission to share the conversation about chemicals in everyday products found on the grocery shelves that contribute to breast cancer, today we empower women (and men) to make safer choices to protect their bodies during the most vulnerable periods of their lives.

Over time, our organization's influence has grown to 50+ community leaders across the U.S. (Canada, the U.K., Taiwan and India) concurrently influencing several different social media platforms.

WWW.PROTECTOURBREASTS.ORG

We are a growing community of chapters, campus representatives, community representatives, and community members, passionate and hardworking influencers who are spreading the information that could save lives.

The team continues to be recognized in the Natural & Organic Industry as top influencers for a safer marketplace, including on the cover of Natural Foods Merchandiser and highlighted at Expo East & West trade shows.

From the beginning, Protect Our Breasts has encouraged, inspired, and supported young women and men to choose safer alternatives, free of endocrine disrupting chemicals, during their window of susceptibility to avoid breast cancer and other diseases in the future.

3,500 INSTAGRAM
FOLLOWERS

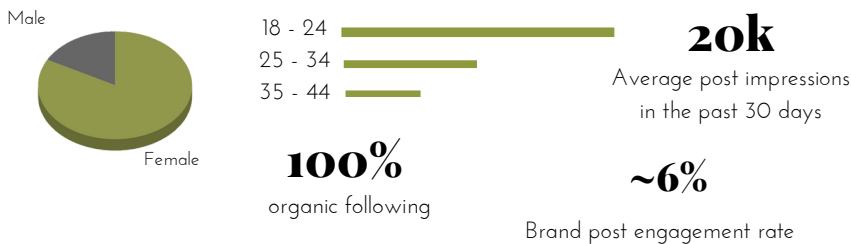
10,630

FACEBOOK
FOLLOWERS

~6% BRAND
ENGAGEMENT

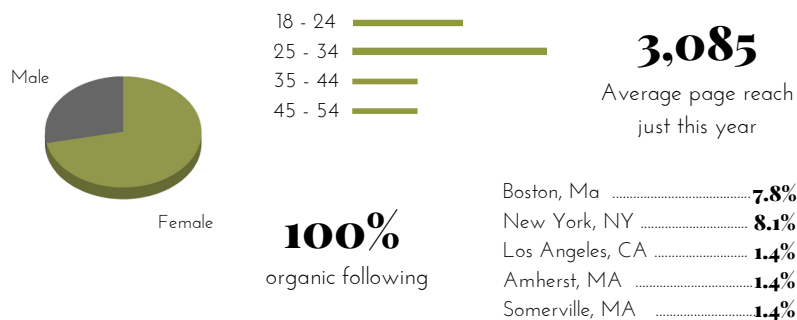


OUR AUDIENCE



INSTAGRAM

Our audience is made up of 82% females between the ages of 17 and 44 located primarily in the Northeast area.



FACEBOOK

Our audience on Facebook is made up of 72% females between the ages of 18 and 45 located in the Northeast area

As POB influencers, we share the science behind toxins in our everyday products and packaging. We encourage women in the window of susceptibility to choose safer alternatives.

CONNECT

@PROTECTOURBREASTS



Opportunity

protect our breasts
Brand Partner

Brand Partnerships

We partner with brands that offer a USDA Organic (NSF/ANSI-305 for cosmetics) safer alternative targeted to Gen Zs and Millennials. The partnership allows us to improve the safety of everyday choices for young men and women by highlighting brands' products. We value brands that are committed to removing toxic chemicals from their products and their packaging. Brands that get involved are highlighted on social media and our various platforms. We feature all of our brand partners on our main website, protectourbreasts.org.

How to Become a Brand Partner

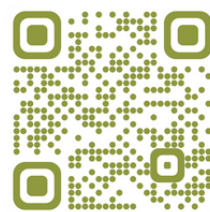
The POB Brand Partner program is a completely **FREE** partnership. We only require that you sign our Safer Packaging Commitment Form. We do not require our brand partners to make any immediate changes to their packaging and ask only that you share 3 databases (linked in the QR codes) with your packaging suppliers so they can identify the possible chemicals of concern in your packaging. Your brand will receive an official welcome letter via email. In this email, we will provide you with the POB Brand Partnership Guidelines and the POB Brand Partner logo (above) which can be displayed on your website and other written promotional materials. We will also ask for a quality logo from your brand to display on our website and social media, and for any future promotional materials.

Brand Partnership Benefits

The benefits of becoming a POB Brand Partner include: access to our community of GenZs and millennials, spotlights on our various social media platforms (~15K reach across all platforms), sampling campaigns at our 35 college and high school chapters, as well as with our 20 community representatives across the country.

Safer Packaging Databases

Food Contact Chemicals Database (FCCDB)
EDF Database
FCCmrigex Database



Nature's Path

During the month of November in 2021, Protect Our Breasts promoted Nature's Path Love Crunch Granola. The focus in November was Protect Our Boys. We have learned that sperm counts have fallen by more than 59% during the years 1973 to 2011, and it is more important than ever to engage college aged men in the conversation about chemicals and choosing safer alternatives. Although COVID restrictions limited some, for chapter members who were able, Love Crunch Granola was tabled in busy areas such as dining halls, fraternities and academic buildings, providing an organic "pick me up" in full sized bags.



5

Total Instagram posts and stories for campaign



3,710

Total impressions across campaign



4.5%

Engagement rate on campaign posts

Brand Partners

