

protect  breasts



Brand Partnership

A BREAST CANCER PREVENTION
NONPROFIT RUN BY YOUNG PEOPLE
FOR YOUNG PEOPLE

What We Do

OUR MISSION

is to share the conversation about **chemicals in everyday products and packaging** found on the grocery shelves that contribute to **breast cancer and other diseases**; empowering women and men to make safer choices to protect their themselves 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.

75 Brand Partners



Supporters in the Industry



Safer Packaging Commitment

ALL BRAND PARTNERS MUST BE USDA ORGANIC

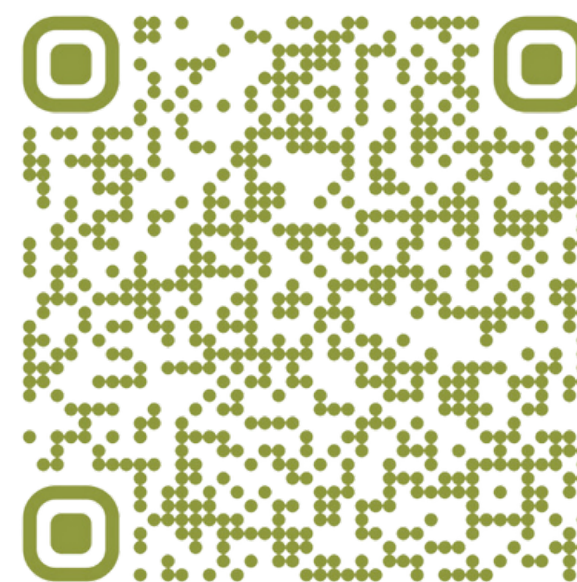
- Despite how safe your product is, chemicals in your packaging may be leaching into the product.
- You don't have safer alternative packaging available to you right now. We want packaging suppliers to be aware that both brands and consumers want to see change.

"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

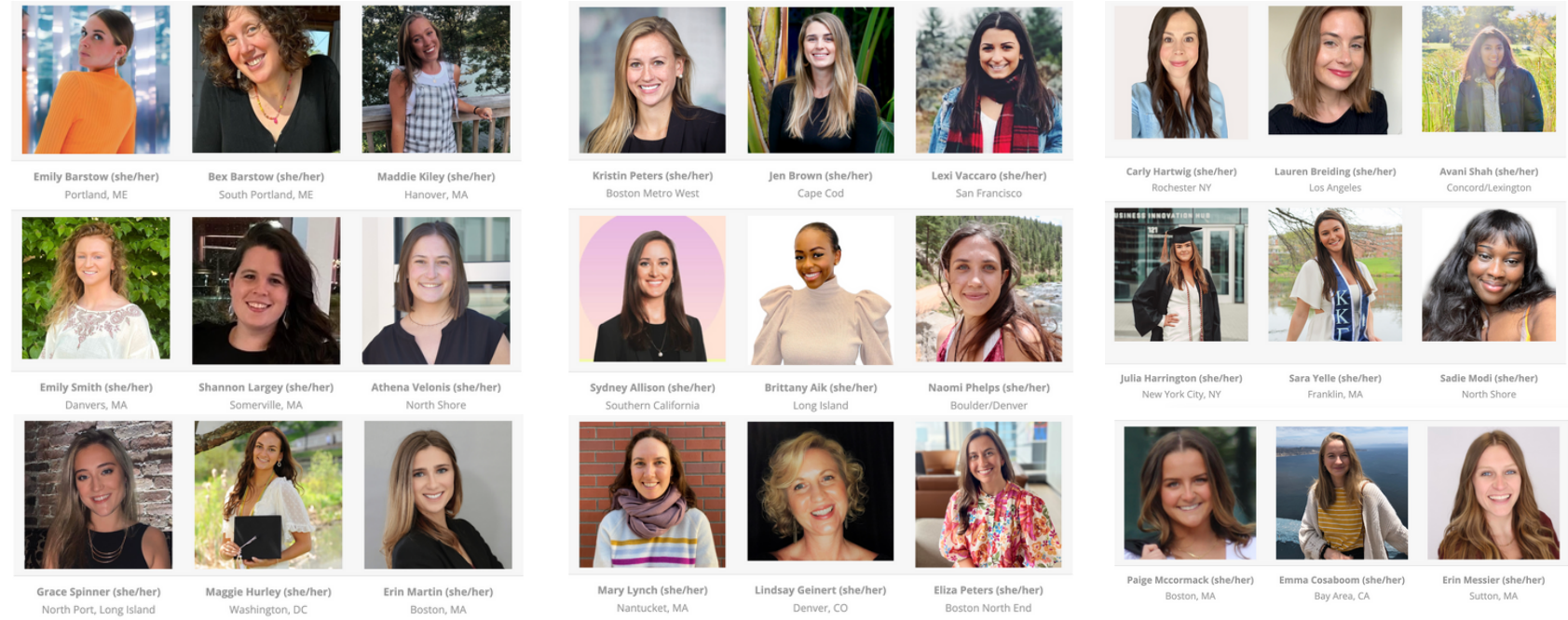
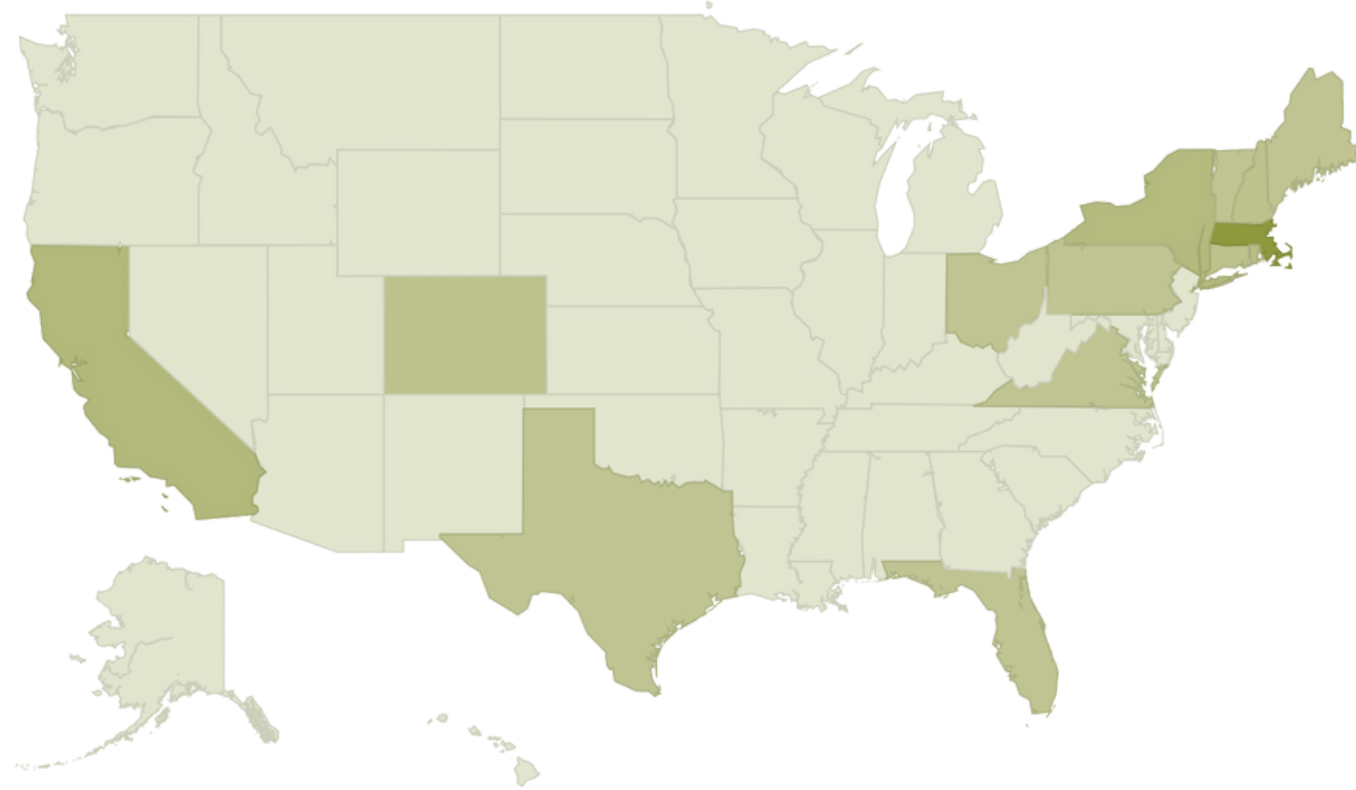


**SAFER
PACKAGING
COMMITMENT
FORM**

HOW MUCH DOES IT COST TO PARTNER?

\$0.00 But seriously, nothing... ever.

Community



1 19
of POB representatives in each state



How Do We Educate

<https://protectourbreasts.org>



@protectourbreasts



Protect Our Breasts



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@Protect.Our.Breasts

MONTHLY SCIENCE SLIDES

March Science Slides

Mineral vs Chemical Sunscreen

Mineral sunscreen has Zinc Oxide as an active ingredient and doesn't absorb into the skin, as chemical sunscreens do. Mineral sunscreen also offers the most protection. It is a safer alternative to chemical sunscreen.

Choose safer sunscreen brands like POB Brand Partner, Badger!

Chemical sunscreens work by altering their chemical composition to diminish the harm caused by UV rays. Typically, these sunscreens include one or more of the subsequent active components listed on the previous slides, like oxybenzone.

Chemical sunscreens often also wear off quickly and need to be reapplied every couple of hours.

(Adams, n.d.)

NEWSLETTERS

protectourbreasts FEBRUARY 2024

THE BEST OF THE BREAST

An Update from Protect Our Breasts

SPRINGING FORWARD: UPDATES FOR THIS SEMESTER!

Coming back from winter break for the spring semester, the POB Executive Board is eager to get back to work. We are forever grateful for you - our incredible community members and donors who never fail to remain supportive and generous. With the new semester, we have welcomed new members to our board and revamped positions, and are excited for the new dynamic this semester will bring! On the first day back, our Chapters, Campus Reps, and Community Reps were sent boxes of one of our brand partner products - Traditional Medicinals organic tea to enjoy in their meetings and with their friends! As always, we are eagerly translating the newest science, and this month focusing on common chemicals found in popular Vaseline's Day and Super Bowl products. The POB Board is feverishly preparing for Expo West, excited to continue spreading our mission, raising awareness on chemicals in products and packaging, and partnering with even more safer brands for you all! Always working towards a Safer Marketplace! -Dage

protectourbreasts SEPTEMBER 2023

GREEN SCARVES IN THE MARKETPLACE

An Update from Protect Our Breasts

Charting our Future Together

Classes may have started last week, but the Protect Our Breasts team is on the move, preparing for Expo West, sharing with our community and identifying and translating the newest science into the marketplace. While our baseline activity is just as exciting as ever, this semester is unique.

Protect Our Breasts is doing the due diligence around succession planning. Still far off, the Founder and Executive Director will eventually retire and a new approach will be adopted. The POB advisors, many of whom you are probably familiar with - some in the industry - will be reviewing input from the entire POB community as well as the 12-year historical background. Other questions arise in: should it continue to be housed at a university? Or how should it be funded?

We need your input. The ladies in the Black dresses and green scarves have become well recognized at the trade shows. Their advocacy for a safer marketplace has encouraged 43 of some of the best certified organic brands to partner in an attempt to improve the safety of packaging. We are so grateful. Now, we need to hear your thoughts and opinions about our future. Please complete the survey (only less than ten questions) with this QR code before October 6. Thank you! 🍀

COLLABORATIONS

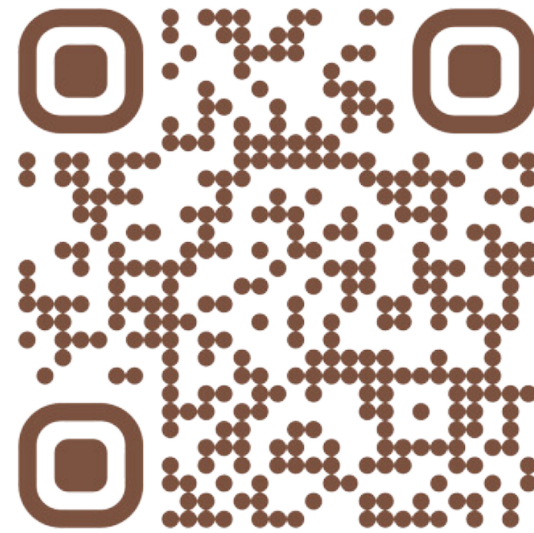


Additional Resources

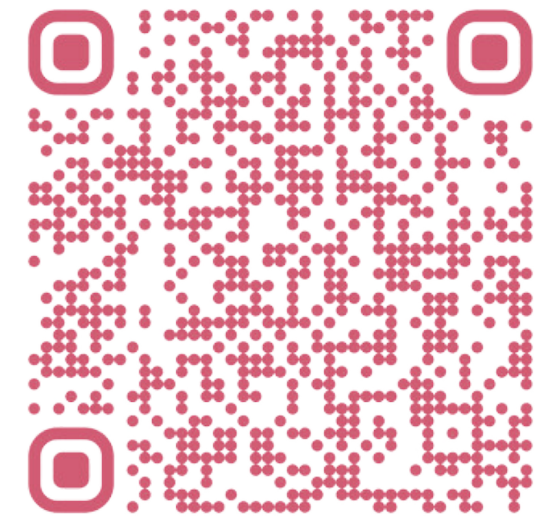
CONTACT OUR COMMERCE COORDINATOR, JACK MCWETHY AT
JACK.PROTECTOURBREASTS@UMASS.EDU FOR MORE INFORMATION.



MEDIA KIT



BLOG POSTS



BRAND PARTNER
PROMOTION

Thank You!

