

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 on campuses and in cities across the U.S. concurrently influencing several different social media platforms.

WWW.PROTECTOURBREASTS.ORG

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

The team continues to encourage a Safer Marketplace by engaging with organic brands. We are recognized in the Natural & Organic Industry as influencers and often 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, now and in the future.

3,637 INSTAGRAM FOLLOWERS

10,343

FACEBOOK FOLLOWERS

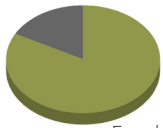
~5-6%

BRAND ENGAGEMENT



OUR AUDIENCE

Male



Female



24k

Average post impressions
in the past 30 days

100%
organic following

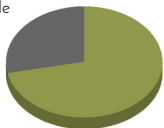
~5-6%

Brand post engagement rate

INSTAGRAM

Our audience is made up of 86% females between the ages of 17 and 44 located primarily in the Northeast area.

Male



Female



3,041

Average page reach
in the last 90 days

100%
organic following

| | |
|-----------------------|-----------|
| Boston, Ma | 8% |
| New York, NY | 8% |
| Los Angeles, CA | 1% |
| Amherst, MA | 1% |
| Somerville, MA | 1% |

FACEBOOK

Our audience on Facebook is made up of 72% females between the ages of 18 and 54 located in the Northeast area



CONNECT

@PROTECTOURBREASTS



Opportunity



Brand Partnerships

We partner with brands that offer a USDA Organic (NSF/ANSI-305 for cosmetics) safer alternative targeted to the youngest Gen Zs and the 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

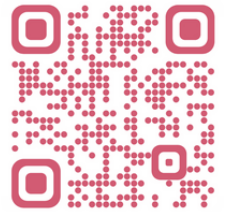
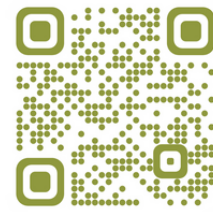
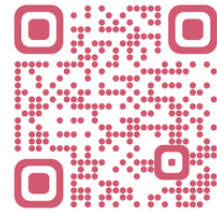
The POB Brand Partner program is a completely **no-cost** partnership. We only require that you sign our Safer Packaging Commitment Form. We do not require our brand partners to make any immediate changes to their packaging and ask only that you share 3 databases (linked in the QR codes) with your packaging 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 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. We have new opportunities for brands, including an affiliate program. A sheet is available.

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 ~30 college and high school chapters, as well as with our ~30 community representatives in cities across the country.

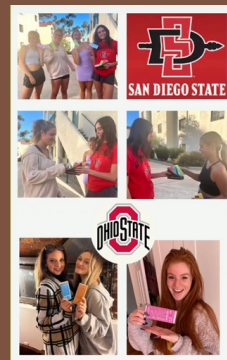
Safer Packaging Databases

- Food Contact Chemicals Database (FCCDB)
- EDF Database
- FCCmixel Database



Dr. Bronner's

During the month of October in 2022, Protect Our Breasts promoted Dr. Bronner's Magic All-One Chocolate with the focus of "Snipping the Web of Causality". We know that there are many different factors that can contribute to breast cancer. Each preventative measure we take to avoid chemicals in the products we consume, snips away at this web. Chapters distributed full-sized bars in busy areas, offering an organic alternative to traditional Halloween candy, which proved successful in promoting a safer option. Additionally, our Campus and Community Reps shared bars with their networks, further advocating for Dr. Bronner's as a safer chocolate alternative.



17

Total Instagram posts and stories for campaign

3,327

Total impressions across campaign

4.9%

Engagement rate on campaign posts

Brand Partners

