

PROTECT OUR BREASTS

Partnerships

Empowering the Next Generation to Prevent Breast Cancer
A program of Breast Cancer Prevention Partners (BCPP)



The Opportunity

Connect With Future Conscious Consumers

Our Impact:

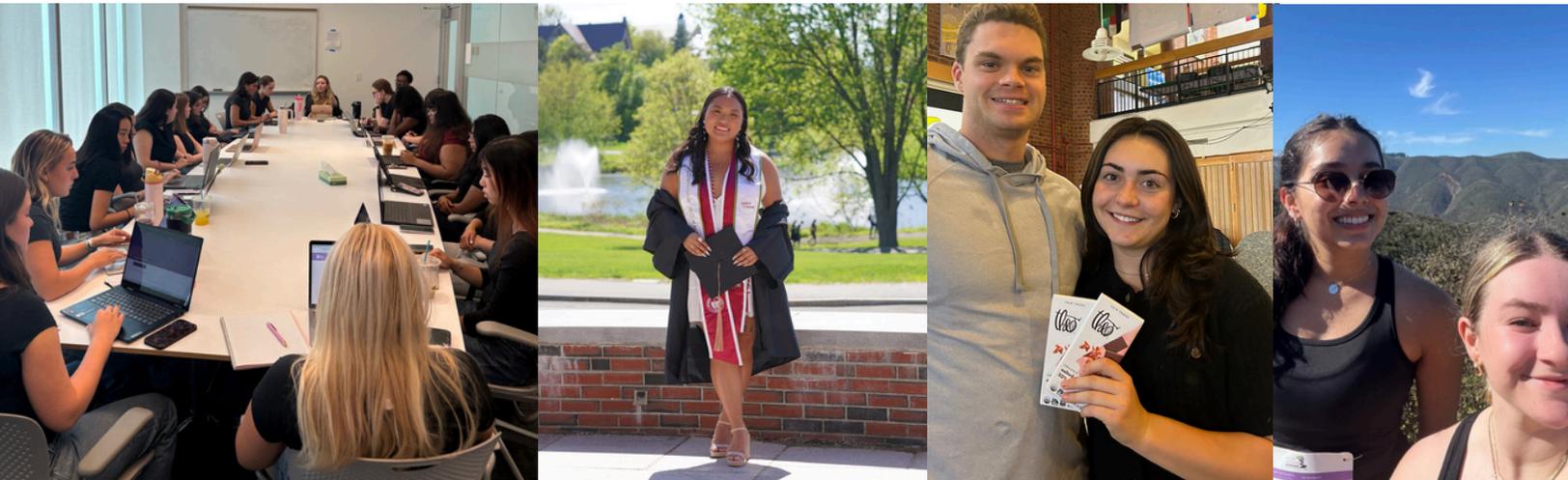
- **15 years** of environmental health education on college campuses
- **125 mission-aligned brand partners** vetted by BCPP's scientific expertise
- **10,000+ students** reached through in-person education and events
- **785,000+ people** reached through online campaigns about toxic chemicals and safer alternatives
- **117% social media growth** month-over-month since rebrand
- **Expanding chapter network** with strategic focus on retention and engagement

POB reaches students when environmental exposures matter most AND when brand loyalty forms.



The Opportunity

Connect With Future Conscious Consumers



The Stats That Matter

- 70% of purchasing preferences established by age 25
- 1 in 8 women will be diagnosed with breast cancer
- Around 90% of cases are NOT linked to family history
- Ages 18-25: most vulnerable to environmental exposures that increase future risk
- Gen Z drives 40% of all consumer spending and prioritizes brand values over price

POB as BCPP's Generational Reach Multiplier

Not a Separate Youth Program – BCPP's
Direct Line to the Next Generation

What BCPP Brings

30+ years of scientific research
credibility

Public policy, advocacy &
corporate accountability

Market-based change initiatives

The Campaign for Safe
Cosmetics

Environmental and community-
based intervention impact

What POB Adds

Digital-first strategy with
expanding high school and
college campus presence

Peer-to-peer education model at
scale

Youth-focused content
(Instagram, TikTok)

Physical brand experiences on
campus

Future industry leaders pipeline

Together: Complete generational coverage
from advocacy to campus activism

Why POB Partnership Works

Join our network of 125 brand partners and help us protect the next generation together...

Digital-First, Campus-Engaged Strategy: With 117% month-over-month social media growth and expanding TikTok presence, we meet Gen Z where they are. Our growing chapter network provides physical touchpoints on campuses nationwide, while our digital reach extends far beyond individual locations.



Pipeline Strategy:

We reach consumers at the critical decision-making stage, before brand habits solidify.

Investment in college-age consumers = 40+ years of potential brand loyalty.

Authenticity at Scale:

Student leaders and Activators generate authentic advocacy that resonates with Gen Z better than traditional marketing. Real students, real events, real engagement.



Why POB Partnership Works

Prevention Education Meets Product Discovery:

We teach WHY to care about safer alternatives while showing WHAT brands to choose. Educational tabling events naturally integrate product sampling and brand discovery.



"Activators," Not Influencers:

We use the term "Activators" to describe our mission-driven community – alumni, chapter members, and supporters who champion our work through authentic advocacy and peer education, not paid promotion. These are students and graduates who genuinely believe in prevention and safer products.

Our Vetting Process & Partnership Model

Scientific Rigor Meets Student Trust

Product Standards

We recognize established certifications including NOP-USDA/EU/Canada Certified Organic, NSF/ANSI-350, COSMOS, NaTrue, GOTS, OEKO-TEX, and comparable standards. As the industry evolves (like emerging Regenerative certifications), our vetting process adapts to reflect best practices

Packaging Commitment:

When possible, partners work with suppliers to avoid chemicals of concern (toxic chemicals migrate from containers into products)

Why "Safer," Not "Safe":

New science emerges daily – we're committed to transparency about what we can and can't guarantee



Partnership Made Simple

(Always Free):

3 STEPS

- 1** Meet our standards (at least one certified organic product OR comparable best practices)
- 2** Commit to safer packaging (all this means is sending our 3 databases to suppliers to create industry pressure for better alternatives)
- 3** Join 125+ brands making a difference

What's Included:

- Database listing on protectourbreasts.org
- Potential features in campaigns, social media, and co-authored blogs
- Access to safer packaging resources
- Opportunities for student activation through events, giveaways, and promotions

Year-Round Engagement Calendar

Campus & Digital Activation Opportunities

Monthly Themed Campaigns:

Educational tabling + product sampling + social features + "Safer Swap" challenges

Signature Events:

- **Expo West (March):** Student chapter attendance & industry networking
- **Earth Day (April):** Campus-wide sustainability fairs and yogathons
- Finals Week Wellness (May & December): High-traffic stress-relief events with safer self-care products
- **Bra Pong Activations (October & April):** 100-200+ students per event, memorable brand experiences - predominantly at chapters and sororities on college campuses, but can be reproduced at other events as well
- **Giving Tuesday (November/December):** Annual fundraising campaign with opportunities for matching gifts, product donation incentives, and co-branded campaigns engaging students and Activators
- **Custom Campus-Specific Events:** Recent examples include ConsentFest, charity golf tournaments, wellness fairs - tailored partnerships that meet students where they are



Year-Round Engagement Calendar

Campus & Digital Activation Opportunities

Digital Amplification:

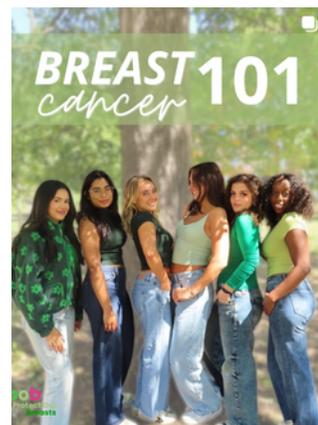


Instagram: Educational content featuring young voices, partner brand spotlights, safer swaps, chapter highlights, student testimonials

TikTok (Fall 2025): Trend-responsive content with dedicated creative coordinator, authentic Gen Z perspectives

Student-Generated Content:

Real reviews, event coverage, science breakdowns, peer recommendations from actual college students



The Activator Advantage & Demographic Reach

Beyond Graduation: Building Lifelong Brand Loyalty



Who Are Activators?

Activators are POB alumni and community members who continue championing our mission beyond their college years. Unlike paid influencers or brand ambassadors, Activators are mission-driven advocates who genuinely believe in prevention education and safer products. They stay engaged because they're personally committed to the cause.

For Brand Partners, This Creates:

- **Compounding loyalty:**
Investment in college-age consumers yields 40+ years of brand preference
- **Continuous touchpoints:**
Featured in newsletters, social media, alumni events, exclusive giveaways
- **Authentic word-of-mouth:**
Activators recommend brands to their networks organically – friends, family, colleagues

The Activator Advantage & Demographic Reach

Beyond Graduation: Building Lifelong Brand Loyalty

For Brand Partners, This Creates (Cont.):

- **Professional influence:** Future industry leaders, healthcare providers, educators, and decision-makers who remember which brands supported their education
- **Extended reach:** Alumni move into diverse careers and communities, spreading prevention education and brand awareness

Multi-Generational Reach:

Primary: Ages 18-25 (college students forming brand loyalties, high engagement, digital natives)

Secondary: Ages 26-40 (young professionals/parents, increased purchasing power, seeking safer alternatives for families)

Additional: High school chapters (14-18), parents of students, alumni Activators (all ages and life stages)

One partnership = multi-generational reach across demographics that prioritize safer alternatives

POB is a program of Breast Cancer Prevention Partners

pob Protect Our Breasts

About Blog Brands Science Get Involved Donate

Around 90% of breast cancer cases are not linked to family history.

We educate the next generation to prevent breast cancer before it starts by making safer choices during their most vulnerable years.

Get Involved

Protect Our Breasts empowers young people to...

- Educate**
By translating complex environmental health science into practical choices that reduce toxic chemical exposure during critical developmental periods.
[Learn more](#)
- Advocate**
By training student leaders to become environmental health advocates who push for policy changes and industry accountability.
[Learn more](#)
- Activate**
By building a nationwide network of student-led chapters and "Activators" that bring peer-to-peer environmental health education directly to college campuses and beyond.
[Learn more](#)
- Transform Markets**
By partnering with 120+ organic brands and driving consumer demand for safer products and transparent supply chains.
[Learn more](#)

Mission Statement

1 in 8 women today will be diagnosed with breast cancer.

Yet young women ages 18-25 are most vulnerable to environmental exposures that increase breast cancer risk later in life.

That's why POB focuses on prevention education during college years—when students are forming lifelong habits and can protect themselves and future generations.

Prevention Through Education

Our Impact

15	56	125
years of environmental health education	chapters activated	safer brand partnerships
10,000+	785,000+	

Innovation Hub & Enhanced Partnerships

Unique Access to Engaged Gen Z Consumers

- **Student focus groups** for product development insights and packaging feedback
- **Campus beta testing** for new safer alternatives before broader launch
- **Co-creation opportunities** with future industry professionals (many POB students major in marketing, public health, chemistry, business)
- **Real-time feedback** on messaging, packaging design, and product features from target demographic
- **Talent pipeline** for student interns and future employees who already understand your mission

Student Ambassador Collaborations:

Ongoing partnerships with chapter leaders who champion brands through advocacy and education:

- TikTok and Instagram content creation by real, micro-influencer students
- "Safer Swap" challenges featuring partner products integrated into POB's monthly educational themes
- Long-term relationships that evolve beyond single campaigns
- Measurable impact: students engaged, samples distributed, social impressions tracked



Innovation Hub & Enhanced Partnerships

Unique Access to Engaged Gen Z Consumers



Enhanced Partnership Opportunities (Through BCPP):

While POB partnership is always free, enhanced BCPP partnerships offer:

- Cause Marketing Promotions
- Event Sponsorships
- Safer Shopping Guides
- Advocacy Opportunities
- Educational Content
- Multi-Media Partnerships
- Employee Lunch & Learns

Together, BCPP + POB provide complete generational coverage: policy advocacy + campus activism + market transformation

Partnering with us means more than visibility—it's about impact.



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