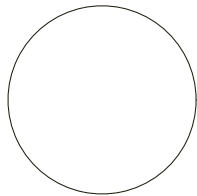


PRODUCT TEMPLATE

Item: BSE15PO

Size: 3 1/4" x 10"



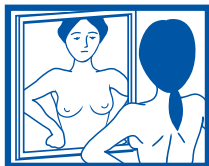
Because We Care
Breast Self-Exam Tips

Lie down and place your right arm behind your head. Use the finger pads of the three middle fingers on your left hand to feel for lumps in the right breast. Use overlapping dime-sized circular motions of the finger pads to feel the breast tissue.



Use **3 different levels of pressure** to feel the breast tissue. Light pressure is to feel the tissue closest to the skin. Medium pressure is to feel the deeper tissue and firm pressure is to feel the tissue closest to the ribs and chest. Use each level before moving to the next spot.

Move around the breast in an up and down pattern from the underarm and moving across the breast to the middle of the chest bone. Be sure to check the entire breast area going down until you feel only ribs and up to the collar bone. There is evidence that the up and down pattern is the most effective one for covering the entire breast without missing any breast tissue.



While standing in front of a mirror with your hands pressing firmly down on your hips, look at your breasts for any changes in size, shape, contour, dimpling, redness or scaliness of the nipple and the breast skin.

Examine each underarm while sitting up or standing, with your arm only slightly raised so you can easily feel in this area.

This self-exam is not to take the place of annual exams by qualified physicians



PLEASE USE THE FOLLOWING GUIDELINES WHEN PREPARING ARTWORK:

- Only art files that can be opened and edited in the following software applications will be accepted: Adobe Illustrator; Adobe InDesign; Adobe Photoshop; QuarkXPress (version 7 or earlier).
- Imprints must be set up with 1/8" clearance between any non-bleeding imprint elements and the die strike.
- Bleeds must be 1/8" on all sides.
- Type should be at least 6 pts. Include all type fonts or convert type to outlines/curves.
- Include all linked files. Placed photos must be at least 300 ppi resolution. Placed text/logos/line art must be at least 600 ppi resolution.