



## 提升乳癌意識

### Softlan擬籌7萬捐3組織

(吉隆坡11日讯)衣物柔软剂Softlan配合世界乳癌觉醒月,协助国家癌症理事会、国家癌症协会和乳癌福利协会提升公众对乳癌的认知。

Softlan从即日起至10月31日将按照其所售出,每瓶系有粉红丝带Softlan拨出10仙,捐献给上述3个组织,以筹募7万令吉善款,推广协助女性及早发现乳癌的觉醒运动。

乳癌至今仍是时下女性最大的健康隐忧。该疾病占据了超过30%的女性癌症病例,且是目前为止在医学上造成女性死亡的头号杀手。在马来西亚,每20名女性中便有一人面对罹患乳癌的风险。

Colgate-Palmolive



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市场私人有裁格里斯排与关怀奉献与活的社

希和自耳主入能想缺此,

# Supporting women's health

**S**OFTLAN, Malaysia's No.1 fabric conditioner, aims to raise RM70,000 towards initiatives for the early detection of breast cancer. In conjunction with the world breast cancer awareness month this month, Softlan aims at supporting the National Cancer Council (Makna), National Cancer Society Malaysia (NCSM) and Breast Cancer Welfare Association (BCWA) in their quest to raise awareness that breast cancer is a significant threat faced by women in Malaysia.

Breast cancer remains the biggest health fear among women today. It accounts for more than 30% of female cancer cases and to date, is the No.1 medical cause of death for women. In Malaysia, approximately one in 20 women is at risk of developing breast cancer, based on a study known as The Second Report of the

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National Cancer Registry.

From now until Oct 31, Softlan will set aside 10 sen from the sales of each Softlan bottle with the pink ribbon neck tag (pic). The proceeds will be donated to Makna, NCSM and BCWA to support initiatives towards the early detection of breast cancer.

Colgate-Palmolive Marketing Sdn Bhd marketing director Chris Pikounis said: "In keeping true to its values of love and caring, Softlan aims to contribute and support the communities that we work and live in."

"Softlan recognises breast cancer as a major health risk for women in Malaysia and early detection is vital in reducing breast cancer fatal-

ties. Therefore, we are contributing 10 sen from the sale of each Softlan bottle with a pink ribbon tag to Makna, NCSM and BCWA.

"We hope that through this initiative, the public will be more aware of the threat of breast cancer and the importance of early detection. This campaign will also serve as a platform to connect the community with a worthy cause that it can relate and contribute to. Many people may want to help but may not have the time or may not know how to do so. Softlan invites shoppers to help fight breast cancer by simply purchasing a Softlan bottle with a pink ribbon neck tag," elaborated Pikounis.

**About Colgate-Palmolive**  
Colgate-Palmolive is a global company serving millions of consumers every day. The company's brands in Malaysia are Colgate, Palmolive, Protex, Softlan, Ajax, Glo and Axion.

□ For details, visit [www.colgate.com.my](http://www.colgate.com.my).

