



Press Release

CALCI-PLUS Joining Hands with Hong Kong Breast Cancer Foundation In International Month for Breast Health

(Hong Kong, 10 October, 2008) – October brings along the international month for breast health, a movement aiming to heighten the public awareness of breast cancer and breast health. Valuing and promoting health by adding various healthy ingredients to a diverse portfolio of soya drinks, CALCI-PLUS is pleased to join hands with Hong Kong Breast Cancer Foundation (HKBCF) in launching the special edition of CALCI-PLUS in the meaningful month.

Supporting the international month of breast health, a limited special edition of CALCI-PLUS is going to hit the market in October, promoting the message of breast cancer prevention. Echoing the colour of the pink ribbon, the emblem of the movement, the CALCI-PLUS Soya Collagen, containing essential nutrients for healthy skin and featuring a pink package, is chosen to be the representative product. Information on breast cancer and breast health will also be enclosed in the pack of six, spreading the message and raising the public awareness directly and effectively. On the other hand, consumers who want to know more about breast cancer prevention can mail to HKBCF according to the instructions on the leaflet and get a CD-ROM on breast health for free.

In addition to the special edition, CALCI-PLUS, your professional health partner, also sponsors the Breast Cancer Awareness Walkathon 2008 to be held by HKBCF at the Peak on 26 October, contributing towards the breast cancer education and support, and promoting the message of "early detection saves lives".

CALCI-PLUS is a calcium-rich soya drink with no cholesterol and lactose, and low fat and sugar contents. Adding a wide range of healthy ingredients, CALCI-PLUS meets various health needs and has been the favourite healthy drink of the ladies. The special edition of CALCI-PLUS Soya Collagen is rich in collagen that resumes the collagen level in the body and maintains healthy skin. With the refreshing vanilla flavour, it is the best choice for people who care about their health. CALCI-PLUS's Soya Calcium, Soya Oat and Soya Fibre, which contain Vitamin D, oat and water-soluble fibre respectively, also strengthen bone, heart and intestine.

Founded in March 2005, HKBCF is the first non-profit-making registered charity dedicated to breast cancer in Hong Kong. Its missions are raising public awareness of breast cancer and the importance of early detection, providing support to breast cancer patients on their road to recovery, and supporting research and advocating for better breast cancer care in Hong Kong.

CALCI-PLUS—Your Professional Health Partner!

(Customer hotline: 2468 9645)

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(Photos 1 & 2)

Photos 1 & 2: Supporting the international month for breast awareness in October, CALCI-PLUS and HKBCF launch the special edition of CALCI-PLUS soya drink to raise the ladies' awareness of breast cancer prevention.

優質健康元素 助你健康全面提升

高鈣
- 2% 維他命
- 維他命B12
- 大豆異黃酮
- 大豆蛋白

有助心臟健康
- 含有豐富植物甾醇，有助降低膽固醇，預防心臟病。

有助腸胃健康
- 含有豐富植物纖維，有助腸胃蠕動，預防便秘。

健康專+ 天天同你拍住上

提醒你 及早發現·治療關鍵

你是乳癌高意一族嗎？

- 性別**
- 女性：乳癌為女性癌症首種死因。根據西方國家統計，男性患乳癌的機率為1%，2005年，香港有13位男士患上乳癌，佔乳癌總數的0.5%。
- 年齡**
- 35歲以上乳癌發病率開始上升，40歲達高峯期。
- 年齡於35歲以下的女性亦不應放鬆，因近年香港婦女患乳癌的年齡逐漸下降。
- 根據香港癌症統計中心2005年的資料，19%的癌患者是40歲以下，最年輕的癌患者不足20歲。
- 家族成員患病**
- 家族成員有母親、姊妹或女兒曾患乳癌，自己患乳癌的機要比一般人高出3倍。
- 個人第一處乳癌患者，另一乳房患癌的機要比一般人高3至4倍。
- 月經**
- 女性12歲以前初經，55歲以後停經，都會延遲體內雌激素分泌的時期，增加患乳癌的機會。
- 有閣繫剖脔**
- 女性長期服用避孕藥，或在更年期服用過受雌激素與黃體素之別，會增加患乳癌的風險。
- 生育情況**
- 35歲以上從未懷孕 - 35歲以上第一次懷孕
- 哺乳乳**
- 沒有哺喂母乳的婦女
- 其他因素**
- 吸煙或飲酒過度 - 體重超標 - 多吃高脂肪食物及紅肉

乳房檢查3步曲

請注意檢查法應由乳房、腋窩開始並須注意乳房腫塊、60歲以上婦女應每半年檢查一次，如有任何異常，請即求醫診治，切勿自行診治。

年齡	第一步	第二步	第三步
16-24	視察	觸診	視察及觸診
25-39	視察	觸診及觸診	觸診
40-49	視察	觸診	觸診
50歲以上	視察	觸診	觸診

你知多一點關於乳癌的徵兆和自我檢查的方法嗎？

請即向「乳癌基金會」索取「乳癌自我檢查指南」及「乳癌自我檢查指南」。

(Photo 3)

Photo 3: Enclosing information on breast cancer prevention and breast health in the pack of six, CALCI-PLUS hopes to spread the message in a more direct and effective way so as to draw the public attention to breast cancer prevention.