Before you buy a product with a pink ribbon on it to support “the fight against breast cancer,” ask a few key questions:

**How much money actually goes toward breast cancer programs and services?**
Can you tell? Is it enough? If not, give directly to the charity instead.

**Where is the money going?**
What organization will get the money? If you can’t tell or you don’t know what the organization does, reconsider your purchase.

**What types of programs are being supported?**
If research, what kind? If services, are they reaching the people who need them most? Programs supporting “breast cancer awareness” ignore the fact that we are already aware that cancer is a problem and that we need to act in order to end the epidemic.

**What is the company doing to assure that its products are not contributing to the breast cancer epidemic?**
Is the company selling cosmetics that contain chemicals that have been linked to the disease? Is it urging consumers to buy a car that emits toxic air pollutants? Don’t let a company’s “pinkwashing” divert attention from its product’s potential hazards.

See a questionable promotion? Contact the company, tell your friends, and join Breast Cancer Action at www.bcaction.org.

thinkbeforeyoupink.org