

ARGENTINA AUSTRALIA BOLIVIA BOSNIA AND
HERZEGOVINA BRAZIL BULGARIA CANADA
CHILE CHINA COLOMBIA CROATIA CZECH
REPUBLIC DOMINICAN REPUBLIC ECUADOR EL
SALVADOR ESTONIA FINLAND FRANCE GERMANY
GREECE GUATEMALA HONDURAS HUNGARY INDIA
IRELAND ITALY KAZAKHSTAN LATVIA LITHUANIA

AVON BREAST CANCER CRUSADE

20 Years of
PROGRESS

Breast Cancer Research and Access to Care Programs in 58 Countries

MACEDONIA MALAYSIA MEXICO MONTENEGRO
OMAN PANAMA PERU PHILIPPINES POLAND
PORTUGAL PUERTO RICO ROMANIA RUSSIA
SAUDI ARABIA SERBIA SLOVAKIA SLOVENIA
SOUTH AFRICA SPAIN TAIWAN THAILAND
TURKEY UKRAINE UNITED ARAB EMIRATES
UNITED KINGDOM UNITED STATES VENEZUELA



20 Years of **PROGRESS**

Since the Avon Breast Cancer Crusade launched in 1992, **Avon has donated \$780 million** for breast cancer research and access to care programs in 58 countries.

The Crusade's life-saving work over the past two decades has placed Avon at the forefront of the fight against breast cancer, and today Avon is the leading corporate supporter of the cause globally.

Avon beneficiaries around the world include the world's best known cancer centers, as well as community-based non-profit breast health programs, creating a powerful international network of research, medical, social service and community-based organizations focused on ensuring access to quality care.

The Avon Crusade has enabled more than 17 million women globally to receive access to free mammograms and breast cancer screenings, educated more than 100 million women about breast cancer; and funded promising research into the causes of breast cancer and ways to prevent the disease.

In 2012, five year survival rates after a breast cancer diagnosis in the US have climbed to an all-time high -- greater than 85% for those with access to care, and greater than 95% for most breast cancers discovered early. But there is great disparity in mortality rates around the world, and even within the US. Avon funding strives to improve access to care and ability to benefit from research progress for all population groups.

Although many advances have been made, the Avon Breast Cancer Crusade will persevere until there is no more breast cancer. And until we achieve that goal, we are committed to funding programs that will improve survivorship rates and save lives.

CELEBRATING 20 YEARS of PROGRESS in the AVON BREAST CANCER CRUSADE

1992

The Avon Breast Cancer Crusade launches in the United Kingdom with the sale of the first of many "Pink Ribbon" products that have raised more than \$302M in twenty years.

1994-1996

The Crusade expands in Europe (Italy, Spain, Turkey), reaches Asia (Taiwan) and Latin America (Mexico, Venezuela, Guatemala, El Salvador, Panama).

In 1996 Avon is founding supporter of Project LEAD program of the National Breast Cancer Coalition. 1,900 survivors trained.

1998

The first multi-day breast cancer fundraising walk debuts in Southern California, raising \$4M to benefit the Avon Breast Cancer Crusade.

2000

Avon launches the Avon Breast Care Fund to support small community based groups to educate the public and link them to screening.

Avon launches AvonCares at CancerCare to provide financial assistance to low income women facing breast cancer to offset the cost of transportation to and child/elder care during treatment appointments.

2002

\$50M donated to create the first five Avon Breast Cancer Research and Care Centers of Excellence. \$20M launches the Avon-National Cancer Institute (NCI) Progress for Patients program funding for 62 phase I/II trials or clinical studies from 2002-2008.

2004

Avon begins its \$1M partnership with the National Institute of Environmental Health Sciences by co-funding the Breast Cancer and the Environment Research Centers.

2006

Global Connection Ribbon Tour launched. Global survivors passed a symbolic pink ribbon from country to country as a special component of the Avon Walk Around the World, bringing a message of hope and uniting the global community in its commitment to turning every story into one of survival.

2008

The Avon Foundation partners with the US State Department to pioneer an expert symposium: Breast Cancer Global Congress: Forming Alliances to Combat the Growing Global Burden of Breast Cancer. The Avon Foundation and the Dr. Susan Love Research Foundation create the Love/Avon Army of Women initiative to advance breast cancer prevention research; the program receives the "Best Health Charity" award from PETA.

2010

The Avon Foundation celebrates the 10th Annual Fundraising Gala in New York City having raised more than \$20M in 10 years.

In its 10th year, the Avon Breast Cancer Fund is renamed and rebranded the Avon Breast Health Outreach Program.

2012

20th Anniversary of the Global Breast Cancer Crusade. 10th Birthday of the Avon Walk for Breast Cancer series, 7 years of Avon Walk Around the World for Breast Cancer. Avon Global Walks have raised more than \$486M, and nearly 2 million people have taken the Walk journey.

Avon launches the Global Breast Cancer Clinical Scholars program. Avon organizes the 2nd Breast Cancer Collaborative Funders Summit.



1993

The Avon Breast Cancer Crusade launches in the United States and Canada and begins its global expansion, utilizing fundraising products and educational literature. Established National EncorePlus with YWCA in all 50 states.



1997

The Crusade launches in Chile, Czech Republic and Honduras.



1999

Avon begins funding breast cancer research.



2001

First globally coordinated fundraising effort, Kiss Goodbye to Breast Cancer, launches in 50 countries.

Inaugural Annual Avon Foundation Fundraising Gala takes place in NYC and expands the Kiss Goodbye to Breast Cancer commitment.



2003

The Avon Foundation creates its signature two-day 39.3-mile Avon Walk for Breast Cancer. \$4M provided for the Avon-Centers for Disease Control (CDC) Mobile Mammography Program to fund 8 vans in both rural and inner city sites.



2005

The Avon Foundation celebrates its 50th anniversary with the launch of the Avon Walk Around the World for Breast Cancer series, expanding and coordinating Avon's breast cancer events and mobilization globally.

Avon launches its first Research Request for Proposal to better understand the biology of the healthy breast and what causes breast cancer – "Trying to understand what mother nature already knows: how does parity status and breast feeding alter breast cancer risk."



2007

Reese Witherspoon becomes 1st Honorary Chairman of the Avon Foundation. Avon Foundation presents inaugural Hall of Fame Award at its Annual Awards Gala, recognizing the Avon Foundation's most steadfast supporters. Recipients since 2007 – Peace Mark, Verla International, Li & Fung USA, Firmenich, IFF and EB Brand.

Avon organizes with NCI the first Breast Cancer Collaborative Funder's Summit to improve breast cancer grant making impact and efficiency by all major funders.



2009

Avon Products Foundation, Inc., renamed "Avon Foundation for Women" to reflect its mission to improve the lives of women.

Avon launches campaign and solicits innovative proposals to learn whether a virus plays a role in causing breast cancer.



2011

Through 2011 the Avon Walk for Breast Cancer event series has mobilized more than 4 million donors to join in the fight against breast cancer. Avon celebrates 125 years of empowering women.

2nd Breast Cancer Global Congress with US State Department.



Pioneering the Sale of **PINK RIBBON PRODUCTS**

The Avon Breast Cancer Crusade was **launched in 1992** in the UK as a small but ambitious grassroots cause marketing movement with the sale of a small pin to support the breast cancer cause. This was one of the **world's first cause marketing campaigns** and it pioneered the sale of pink ribbon products. The global launch of Avon's Pink Ribbon Products unleashed the unique power of its vast global network of Sales Representatives to raise funds and awareness. Over **\$302 million** has been raised through the sales of these special fund-raising products in **58 countries** around the world.





Grassroots Activism on a GLOBAL SCALE

In 1998, the Avon Foundation in the US became the recipient of proceeds from the first long distance walks for breast cancer. In 2003 the Foundation **launched its own highly successful walk events**, the Avon Walk for Breast Cancer. Avon Walks in the US have raised over **\$472 million** for breast cancer grants.

Building on the success of those US walks, in 2005, Avon launched the Avon Walk Around the World for Breast Cancer. This worldwide series of events brought **grassroots activism to a global scale**, raising money and breaking down barriers to awareness and access to care while working to eradicate the disease. Events worldwide have included walks, runs, concerts, conferences and educational seminars. They have taken place in hundreds of diverse locations, from Guatemala City to Kuala Lumpur to Prague, as well as historic sites such as the Great Wall of China, the Kremlin and in the central plazas of Mexico City. Today, this global series of events mobilizes **over a quarter of a million people each year**.



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Avon Breast Cancer Crusade Highlights **OVER THE YEARS**

The Avon Breast Cancer Crusade has **donated more than \$780 million** from 1992 through 2012 for innovative Avon Breast Cancer Crusade programs that have accelerated progress and underscore Avon's commitment to the cause.



Argentina

“providing an incredible 110,000 free mammograms”

The Avon Breast Cancer Crusade in Argentina began in 1998 by first funding a mobile mammography unit, donated to Lalcec, the Argentine League Against Cancer. The mobile unit has traveled the country providing an incredible 110,000 free mammograms to low income women who would not otherwise receive one. Avon Argentina has mobilized 53,000 participants at their Avon Walk for Breast Cancer in Buenos Aires, raising funds and awareness for the cause.



Bosnia & Herzegovina

“5,000 people participated in the Avon Walk for Life”

More than 5,000 people have participated in the Avon Walk for Life, Avon Bosnia and Herzegovina’s most successful breast cancer campaign. Funds were raised for breast cancer screening equipment, specialized breast cancer educational opportunities for doctors, and breast cancer workshops for women in rural areas.



Brazil

“funded first prevention and early detection center”

Avon Brazil continues to expand its commitment, and in 2011 created nearly 400 events with an average of 1,000 attending each event during October Breast Cancer Awareness month. Avon was able to reach record numbers of women, estimated at over 400,000, with educational information.

Avon Brazil raises critical funds by selling a specially designed shirt each year. In four years, nearly \$2.5 million was raised through these special shirts sold in brochure. Avon Brazil funded the development of the first “breast cancer prevention and early detection center” in rural Barretos. That Center provides screening to tens of thousands of women each year and state-of-the-art cancer care for those diagnosed with breast cancer.



Bulgaria

“donated \$127,000 for screening equipment at seven largest hospitals”

In 2011, Avon Bulgaria organized an inspiring concert featuring popular Bulgarian singer Grafa and 20 other famous Bulgarian singers, all supporters of the Avon Breast Cancer Crusade. More than 3,500 people gathered in the National Palace of Culture in Sofia, and the concert was broadcast on the largest national TV channel in Bulgaria on Christmas Eve and Easter to an audience of 380,000 people. During the event, Avon donated \$127,000 for screening equipment at the seven largest Bulgarian hospitals so that more Bulgarian women between the ages of 30 - 50 have the opportunity to be screened.



Canada

“Every Penny Counts has raised over \$210,000”

In 2011, Avon Canada launched Every Penny Counts, a high-profile national fundraising and educational campaign in partnership with Scotiabank to benefit Willow Breast Cancer Support Canada. Canadians roll their loose change for the cause and drop it off at any Scotiabank branch across Canada. To date the program has raised over \$210,000 at avoneverypennycounts.ca.



Central America

“one of the most visible events in the country”

**El Salvador, Guatemala
Honduras, Nicaragua, Panama**

All five countries in Central America support the Avon Breast Cancer Crusade, with Guatemala leading the charge for 18 years. The Avon Walk for Breast Cancer in Guatemala has grown from 1,000 participants to more than 5,500 in 2012 and is now one of the most visible and competitive events in the country.

With *Avon Breast Cancer Crusade* product sales, in 2010 Central America raised nearly \$400,000 for local cancer leagues in each country.



Chile

“received the first operating oncology unit in its history”

Avon Chile launched a mobile mammography unit in 2006. Since then, more than 22,000 free mammograms have been provided along with more than 1.5 million educational brochures in 220 cities. Avon cooperates with the Chilean Navy to bring the mobile mammography unit to the Juan Fernandez Islands, located about 375 miles off the coast of Chile. After 33 hours of sailing, the Islands received the first operating oncology unit in its history.



China

“walked the Great Wall”

In 2005, Avon China launched the Kiss Goodbye to Breast Cancer Long Walk at Jiayuguan. Participants walked along the Great Wall of China, raising awareness for the breast cancer cause. Free screenings were available at the launch of the walk, and the Global Connection Ribbon ceremony was held at a closing ceremony at the Beijing Great Wall where a breast cancer survivor from Japan passed the Global Connection Ribbon to the Chinese survivor, symbolically uniting survivors around the world.

In response to China's 2008 earthquake, Avon donated \$5 million to support several programs including a grant to support creation of the Deyang City Breast Cancer Prevention Network to improve breast treatment. This network will train over 1,000 doctors and nurses on the diagnosis and treatment of breast cancer, carry out breast cancer prevention and treatment, public surveys, research, education and doctor training.



Colombia

“distributed more than 1.5 million breast self-exam kits”

Public education has been a key focus for Avon Colombia's Breast Cancer Crusade. They have distributed more than 1.5 million breast self-exam kits, created an Avon Breast Cancer Crusade Facebook following of 45,000 and mobilized over 8,000 participants each year at their Avon Walk Around the World for Breast Cancer.



Croatia

“reach a population whose mammogram exams are not covered by government aid”

During Croatia's three-year My First Mammography campaign, organized in collaboration with leading breast cancer organization Europa Donna Association, over 1,540 women ages 40-49 were examined in attempt to reach a population whose exams are not covered by government aid.



Czech Republic

“mobilized a record-breaking 17,000 participants”

Since their Crusade launched in 1997, over \$3 million has been raised through the sale of pink ribbon products to support research, a free breast cancer helpline and access to care.

In 2012, Avon Czech Republic mobilized a record-breaking 17,000 participants at their Avon Walk Around the World, and sold a record 25,000 shirts to raise funds for the cause. Through strong communications and celebrity partnerships, the Avon Walk for Breast Cancer has become well known in the Czech Republic.



Germany

“largest women's race in Germany”

In 2012, Avon Germany broke records with an impressive 18,516 participants in the Avon Running event in Berlin. Avon Running: Running Against Breast Cancer, is the largest women's race in Germany and offers a range of options for participation including a 10K run, 5K run, power walking, Nordic walking and a “Bambini Run” for children under the age of 10. More than \$50,000 was donated to the Berlin Cancer Society for its “Hardship Fund,” a program for women in critical need of financial assistance due to their breast cancer diagnosis.



Greece

“the mobile mammography unit provided 12,000 breast exams”

Avon Greece began partnering with the Hellenic Cancer Society in 2002, when it donated a state of the art mobile mammography unit to provide access to quality screenings in remote areas throughout Greece, where access to good health care is limited. The mobile mammography unit has provided 12,000 breast exams, helping to save lives across the country, and also provides educational materials and information on the importance of early detection.



Hungary

“unique educational campaign increased breast cancer screenings”

In 2011 Avon launched a unique educational campaign focused on the importance of early detection and screenings, and featured pink mannequins in Budapest’s busiest locations. The mannequins were displayed with important breast cancer educational messages and photos of famous public figures to catch public attention. The mannequins were later sold during an online auction to raise funds. Thousands more were educated through Facebook, a viral film and other activities. Breast cancer screenings increased dramatically during the campaign.



Italy

“fundraising event mobilized a record-breaking 17,000 participants”

Avon Running began in 1998, taking place in 26 cities in 12 countries on three continents. The women only running event broke barriers for women and became a huge success. In 2004, the race was transformed into a fundraising event and resulting funds were donated to the Europea Institute of Oncology for breast cancer research projects. Since then, the number of participants in Italy has increased to 101,000, with nearly \$70,000 raised in 2012 alone.



Latvia

“created hotline providing psychological support and educational information”

Avon Latvia’s proudest achievement is their “Art - for Life, Love and Hope” auction. In partnership with the Cancer Patients Society “Tree of Life”, and supported by the American Cancer Society & Latvian Artists Union, artists donated their works of art to the breast cancer cause, raising \$50,000. Funds created a hotline providing free psychological support and educational information for breast cancer patients and their relatives, and also provided gamma detector equipment to the Latvia Oncology Centre to assist during breast surgery.



Malaysia

“nearly 7,000 people participated in Malaysia’s Walk”

Nearly 7,000 people participated in Malaysia’s 2008 Avon Walk Around the World for Breast Cancer event in Kuala Lumpur. Dressed in pink shirts and holding pink balloons, the participants walked 3K and raised almost \$17,000 for the PRIDE Foundation, which enhances breast cancer awareness and access to care for all.



Mexico

“largest cause walk in the country”

Avon Mexico built its Avon Breast Cancer Walk into the largest cause walk in the country. Today, over 20,000 women participate in the event that raises funds and awareness. Because breast cancer impacts entire families and communities, Avon created a strategic partnership with the NFL in Mexico. With the slogan “In Breast Cancer men have a lot to say...” former NFL players and cheerleaders have joined the Crusade to raise awareness among men and describe the important role they play.



Philippines

“award winning campaign featured in an art exhibit”

Avon Philippines launched Kiss Goodbye to Breast Cancer in 2002 to raise funds through the sale of KGBC lipsticks to help establish the Philippine General Hospital Breast Care Center.

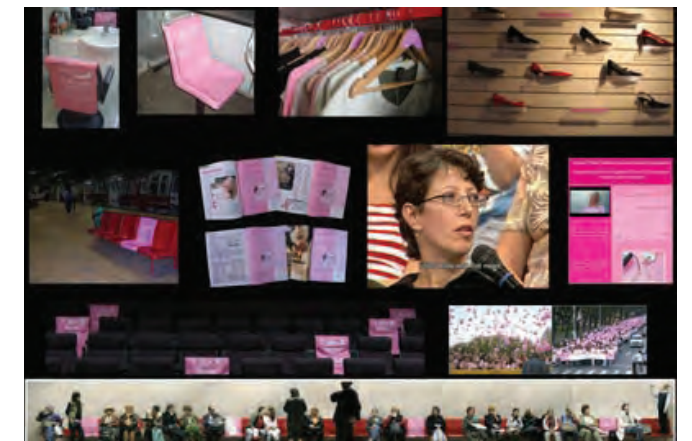
In 2004, Avon invited well known artists to join the Crusade. Partnering each of them with a breast cancer survivor, artists captured the hope, strength and faith in each survivor through a work of art. The art was featured in an exhibit and auction, with each piece displayed alongside large photos of the survivors. The campaign gained huge media attention and the most prestigious public relations award from the Public Relations Society of the Philippines. Funds raised from the exhibit and each year after continue to maintain PGH Breast Care Center established in 2002.



Romania

“won the Silver Lion award at Cannes”

Because 1 in 8 women will develop breast cancer in their lifetime, the 1 in 8 Women campaign aimed to educate women in common locations such as subway stations, shopping centers, movie theaters and hair salons. One in eight subway and movie theater chairs, clothes hangers and other common objects were painted pink, and messages of the importance of early detection and treatment appeared on television shows and in magazines. The campaign included internet communications and events in several major cities. The effort raised national awareness levels to 83% from 57%. This creative and impactful campaign won the Silver Lion at the prestigious Cannes Lions Advertising Festival in the “Best Social Campaign” category.



Russia

*“raised \$266,000
to purchase
medical equipment”*

In Russia, breast cancer is the leading cause of cancer-related death for women. Every year about 50,000 women are diagnosed and more than 40% seek medical attention during the late stages of the disease. Because of this, a key objective of the Avon Walk and charity concert is to get women to regularly visit their doctors to ensure early detection. In 2012, over 6,000 participants walked through the streets of Moscow, and a record 18,000 from 90 regions in Russia participated in the annual Avon Walk Against Breast Cancer which featured a public concert and festival in Gorky Park, and included educational information and 700 free medical consultations. The event raised \$266,000 to purchase medical equipment for regional medical centers across Russia.



Saudi Arabia

*“organized the first
female walk in
Saudi Arabia”*

In 2010, Avon Saudi Arabia made history when more than 6,000 women stood shoulder to shoulder in Jeddah to participate in the first female walk organized in Saudi Arabia. Avon partnered with Zahra Breast Cancer Association to organize the Avon Walk Around the World for Breast Cancer event, and despite the extreme heat, the thousands of women demonstrated their commitment and gathered at the Ministry of Education Stadium to raise important awareness for the breast cancer cause. The walk concluded when 3,695 women and girls set a new Guinness World Record for creating the Largest Human Awareness Ribbon, breaking the previous record set in Germany in 2007.



Serbia

*“free screenings
fostering a support
network”*

In addition to lack of awareness, fear is one of the main reasons women do not regularly visit their doctors. Recognizing this barrier, in 2009 Avon Serbia created the innovative and highly successful “We Need Each Other” campaign to motivate women to get screened for breast cancer. Avon provided double vouchers, valid for a free breast cancer screening for two people, so that women could go for their screening with a friend, sister or mother, which resulted in thousands of free screenings for women.

Avon Serbia partnered with B92 Fond, a media organization, to organize a special live TV show called “Dizanje Svesti 2009” (Raising Awareness 2009). The show was broadcast live from the Avon Walk Around the World event and also aired later in prime time. More than 6,000 people gathered in the largest square in Belgrade, Trg Republike, to participate.



Slovakia

*“recognized for
positive influence on
community”*

In 2009, Avon Slovakia received the Via Bona Slovakia award for raising funds and awareness for the breast cancer cause in Slovakia. With over 80 projects nominated, the Avon Breast Cancer Crusade was recognized by Pontis, the largest Foundation in Slovakia, for its long-term positive influence on the community.



South Africa

“reaches over 80,000 new women each year”

Launched in South Africa in 2001, the Avon Justine iThemba Crusade of Hope was awarded the AmCham Stars of Africa Silver Award by the American Chamber of Commerce, as well as the DSA Vision for Tomorrow Award by the Direct Selling Association of South Africa in 2011 in recognition of its 10 years of achievement. In 2011, the iThemba Walkathon mobilized a record 27,000 participants to make the South African walk one of the top three largest Avon Walk Around the World events. The initiative has raised over \$1 million and reaches over 80,000 new women with breast cancer education every year.



Taiwan

“first company in Taiwan to raise awareness”

Avon was the first company in Taiwan to raise awareness about and support for breast reconstruction after breast cancer surgery. Only 5.6% of breast cancer survivors were receiving breast reconstruction surgery in Taiwan, so Avon launched its Avon Commitment Pink T-shirt campaign in 2008. Avon Taiwan raised over \$38,000 through t-shirt sales and a matching donation based on brochure product sales. Funds were donated to Taiwan Breast Reconstruction Society to assist 50 breast cancer survivors with reconstructive surgery.



Thailand

“free medical exams and mammograms”

Avon Thailand collaborates with its long time breast cancer partner Queen Sirikit Centre for Breast Cancer to help provide access to care for underserved populations. Avon and Queen Sirikit Centre created the “Slum Project,” which provides women with free medical exams and mammograms. While waiting for the exams, women are given educational materials and pampered by Avon volunteers with makeovers and a beauty experience.



Turkey

“provided 10,000 screenings and eight mammography machines”

In 2012, Avon Turkey won the Golden Compass Public Relations Award. The Avon Breast Cancer Crusade won the award in the health category of corporate responsibility, a tribute to the Crusade’s enormous impact. Avon Turkey has provided 10,000 screenings, donated eight mammography machines to hospitals, raised \$1.2 million for the cause and reached thousands of women with their awareness campaigns.



Ukraine

“breaking the existing breast cancer silence”

Breaking the existing breast cancer silence in Ukraine was the number one goal for Avon Ukraine. Avon created a national breast cancer awareness campaign, choosing five women from across the country to walk from their own city to Kiev to join the One Day, Walk for Life event with 8,000 participants. The five women, varying in age, came from different regions and professional and educational backgrounds, but shared the common goal of maintaining a healthy lifestyle for themselves and their families, and the desire to raise awareness about the importance of early detection. The five women walked a combined total of 2,719K (1,680 miles), becoming public and media heroes.



United Kingdom

“created Avon’s first cause product”

The UK is the home of the Avon Breast Cancer Crusade, launched there in 1992. Partnering with Breakthrough Breast Cancer, Avon’s first cause product was created in the UK, and the company challenged Avon Representatives and associates to raise £1 million through sales of the pin to start Breakthrough’s work. The challenge was a success and Avon remains a key corporate supporter of Breakthrough Breast Cancer, funding research and awareness, as well as the pioneering Dr. Avon program.

Among its many achievements, Avon UK co-funded Dr. Mike Stratton and his ground-breaking research to identify the BRCA2 gene. BRCA carriers are rare; however, 50% of them are likely to develop breast cancer or other women’s cancers within their lifetime. Identifying the gene associated with this high risk is key to helping carriers make decisions for possible prevention such as prophylactic mastectomy, prophylactic ovariectomy or aggressive ‘watchful waiting’ with mammography and ultrasound.



United States

“largest private funder of research into racial disparities”

After launching the US Avon Breast Cancer Crusade in 1993, progress was fueled by passionate Avon Representatives and the sales of pink ribbon products. In 1998, the Avon Foundation became the recipient of proceeds from the first long distance walks for breast cancer and in 2003 launched the highly successful Avon Walk for Breast Cancer. Avon Walks in the US have raised over \$472 million for research and access to care since 2003.

Key Achievements:
The Avon Foundation for Women expanded the concept and benefits of “patient navigation” to more than 100 hospitals across the country. Patient Navigators help women conquer the medical and financial challenges of a breast cancer diagnosis. The Love/Avon Army of Women was established in 2008 to engage the public in the Breast Cancer Prevention research process and accelerate recruitment into breast cancer prevention research studies. The AOW has more than 365,000 members and has launched 64 studies, many having their recruitment time



cut dramatically and engaging healthy women as well as survivors.

From 2003-2008, the Avon Foundation partnered with the National Cancer Institute to establish the \$30-million Progress for Patients program, which funded 62 Phase 1 and 2 clinical trials and resulted in 16 cancer institutes working together for the first time.

The Avon Foundation is the largest private funder of research into the racial disparities in breast cancer care and mortality. The Foundation funded the first national study of racial disparity in breast cancer mortality at the city level in the United States, which found nearly five black women die needlessly per day from breast cancer in the United States.



*“physician scholars
help 45,000 women”*

In 2009, Avon Venezuela began its Mastology Scholarships for Physicians program. Nine scholars were chosen by an advisory committee from the medical community, NGO's and Avon. Upon completion of their studies in June of 2011, as part of their scholarship, each physician is now giving back by providing 50 hours of specialized service at a breast cancer NGO in their local community. The program is estimated to reach 45,000 women in need each year. Avon will continue and improve this successful program with a new mastology study program “Diplomado Avon en Mastologia” in 2013.

2012 AVON GLOBAL BREAST CANCER CLINICAL SCHOLARS

Breast cancer is the principal cause of death from cancer among women globally. According to the American Cancer Society's Global Cancer Facts and Figures, Edition 2, more than 1.4 million new cases of female breast cancer are diagnosed each year worldwide and, in 2008, more than 458,000 died from the disease. It is the most common female cancer in both developing and developed countries.

Breast Cancer survival tends to be poorer in developing countries, most likely because of a combination of a late stage diagnosis and limited access to timely and standard treatment. Many developing countries do not have standardized breast cancer awareness and early detection programs and experience critical shortages in trained breast cancer specialists and services.

To begin to combat this global epidemic, in 2012 the Avon Foundation for Women launched the Avon Global Breast Cancer Clinical Scholars program, through which it is providing clinically-focused scholarship opportunities for 25 breast cancer specialists from outside the United States to receive advanced training at a leading US breast cancer center affiliated with the Avon Foundation for Women. The Avon Global Scholars will take advanced skills back to their home countries to improve treatment and care of women and men facing breast cancer.



2012 AVON GLOBAL BREAST CANCER CLINICAL SCHOLARS



First 25 Avon Global Breast Cancer Clinical Scholars begin their studies at ASCO Breast Cancer Symposium, San Francisco, September, 2012.

Davit Zohrabyan, MD

Radiation Oncologist, Yerevan State Medical University,
Muratsan Hospital Complex
Yerevan, Armenia

Dr. Zohrabyan is Chair of Oncology and the Chemotherapy Clinic at Yerevan State Medical University – the only facility in Armenia to offer radiation therapy in the country. As an Avon Global Scholar, Dr. Zohrabyan will increase his knowledge of the standards of treatment of developed countries, decision making factors in determining treatment plans, neoadjuvant and adjuvant treatment and treatment of metastatic disease. He will also learn the role genetic factors have in treatment planning, increase skills in interpreting PET/CT scans, and become acquainted with different clinical trials that have already had first results that can applied to elevate the level of breast cancer treatment available in Armenia. Dr. Zohrabyan will study at UCLA - Olive View Medical Center in Sylmar, CA.

“Breast cancer is a big problem for the women of Armenia. The results of treatment depend on having the right treatment plan and there are many situations we face where we do not have a standard to guide us. The knowledge that I will learn in the US will help me to improve the quality of care that I am able to offer and will be an important advance for our clinic and for my country.”

Conceicao Campos, MD, PhD

Radiation Oncologist, Hospital Haroldo Juacaba
Fortaleza, Brazil

Dr. Campos is a radiation oncologist who has devoted her career to treating female malignancies. Dr. Campos will increase her skills in contouring, planning and delivering in IMRT RT for breast cancer and be introduced to a novel method of balloon-based accelerated partial breast irradiation (Xoft) complementing the Scholar’s experience in using partial breast irradiation with intra-operative electron technique and up-grade her skills in 3D conformal planning. Dr. Campos will study at Sinai Urban Health Institute in Chicago, IL.

Juliana Francisco, MD

Medical School of Jundiai, University Hospital
Jundiai, Brazil

Dr. Francisco is a breast surgeon working in a rural area 60K north of Sao Paulo. As an Avon Global Scholar, Dr. Francisco will be able to increase her knowledge through observation and discussion of diagnostic and screening mammography, breast ultrasound, breast MRI and observation of all ultrasound guided procedures including breast and lymph node biopsies, breast aspirations, and localizations. In addition she will be able to observe stereotactic biopsy and localization. Dr. Francisco will study at Sinai Urban Health Institute in Chicago, IL.

“Because of the skills gained as an Avon Global Scholar, I will be able to help the poorest populations from our region to have better breast health outcomes, improve our ability to follow patients during and after treatment and increase early stage diagnosis of breast cancer to reduce mortality and increase disease-free survival.”

Raphael Haikel Jr., PhD

Assistant Doctor, Fundação PIO XII -
Barretos Cancer Hospital
Barretos, Brazil

Dr. Haikel is a surgeon and hospital administrator at Barretos Cancer Hospital. In 2003, the Brazilian Department of Prevention piloted a screening program in the region of Barretos using a mobile unit serving 19 cities. This project received support from the Avon Institute in Brazil and marked the beginning of a partnership that continues today. Currently, the screening program is active in over 200 cities and has been integral in reducing delays and socio-cultural barriers to breast health care. Despite these advances, examination rates remain low. Dr. Haikel will focus on best practices in breast cancer screening programs, increase his understanding of management, logistics and the development of new technology and new materials to be used in mobile programs to improve their performance. The knowledge gained will help Dr. Haikel expand the current screening program, improve its effectiveness in remote areas, and help improve the use of financial resources in small and medium-sized municipalities. Dr. Haikel will study at Georgetown University – Capital Breast Care Center in Washington, DC.

Lucas Machado, MD

Pathologist, Barretos Cancer Hospital
Barretos, Brazil

Dr. Machado is a young pathologist, in early career, with a wide-ranging knowledge of Surgical Pathology, Genetics and Molecular Pathology. Dr. Machado will concentrate on clinical breast pathology to increase his knowledge of all phases of clinical breast pathology, including molecular breast pathology, interactions with the University of California San Francisco Tumor Board, the performance of clinical fine needle aspiration and state of the art molecular genetic diagnostics. Dr. Machado will study at San Francisco General Hospital in San Francisco, CA.

Joseph Nacson, MD

Medical Assistant, Breast Oncology, Hospital Perola Byington
Sao Paulo, Brazil

Dr. Nacson is a Board Certified physician in OBGYN and Breast Diseases. With an interest is breast cancer surgery and reconstruction, Dr. Nacson will study with the Surgical Oncology team

at Massachusetts General Hospital (MGH) and become familiar with diagnosis and operating techniques used by the surgeons for breast cancer patients. Dr. Nacson will attend Research Concept meetings where he can increase his knowledge of the many ongoing single center and multi-center multi-disciplinary breast cancer clinical trials being conducted at MGH and elsewhere. In addition, he will have an opportunity to participate in discussions about the scientific merits, trial designs, logistics and translational research of clinical trials. Dr. Nacson will study at Massachusetts General Hospital in Boston, MA.

Angela Waitzberg, MD, PhD
Assistant Professor of Pathology, UNIFESP –
EPM Federal University of Sao Paulo Brazil
Sao Paulo, Brazil

Dr. Waitzberg is a formally trained surgical pathologist with specialty in breast pathology and responsible for breast section of UNIFESP-EPM pathology department which provides surgical pathology results to one of the most important university hospitals in Sao Paulo. Dr. Waitzberg will study the standardization of the ER, Ki67 protocols in order to develop collaborative protocols that are focused on translating the preoperative endocrine prognostic index into a practical tool for Brazilian practice. Dr. Waitzberg will also increase her knowledge of other studies in the tumor Genome, the RNAome and the proteome to deepen her understanding of the cancer biomarker field in general and engage her in tumor banking studies so she can share material with Washington University on an ongoing basis. This will facilitate studies that compare cancer genomics and biology between patients in Brazil and the United States. Dr. Waitzberg will study at Washington University St. Louis in St. Louis, MO.

Jiang Chunling, MA
Physician in Charge, Jiangxi Provincial Cancer Hospital,
Nanchang City
Jiangxi Province, China

Dr. Chunling is Physician in Charge at Jiangxi Provincial Cancer Hospital working in the Jiangxi Breast Cancer Diagnosis and Treatment Center. This center is a leader among cancer centers in Jiangxi province in the treatment of breast cancer. Dr. Chunling will participate in a variety of fellows’ conferences organized at Massachusetts General Hospital in Boston and will learn current

concepts in breast cancer treatment and research. Dr. Chunling will attend breast cancer clinics with her mentors, to see how research is translated in everyday practice and a US approach to breast cancer patients and their families. She will attend regular multi-disciplinary tumor boards where complex cases are discussed in detail, and participate in a weekly multi-disciplinary breast cancer round. In the lab Dr. Chunling will familiarize herself with current genetic typing of tumors and investigation of tumor signatures designed to enhance a personalized approach to selecting patients for clinical care. Dr. Chuinling will study at Massachusetts General Hospital in Boston, MA.

Fernando Herazo, MD
Breast Surgery and Soft Tissue Tumor Oncology,
Insstituto De Cancerologia Clinica Las Americas
Medellin, Colombia

Dr. Herazo is a breast surgeon and oncologist. Dr. Herazo will learn skills to carry out viable research projects; the process of database development; the technical implementation of analysis and interpretation of results in research; the statistical tools that allow optimized clinical research processes and many practical skills for writing and presenting clinical research. Dr. Herazo will study at Columbia University Medical Center, New York, NY.

“Someday, I dream, we will have in Colombia accurate data on breast cancer incidence and mortality; the right questions and correct answers on our own cases, and the ability to contribute to the world with our suggestions for diseases of the breast. I do believe this opportunity provided by Avon will make it possible to achieve this.”



Kristina Banic, MD
Radiology Specialist, General Hospital of Zadar
Zadar, Croatia

Dr. Banic is a Radiology Specialist. She will increase her skills in performing MRI of the breast, vacuum-assisted core biopsy and stereotatic biopsy, as well as become familiar with the proper indications for each of these procedures and methods of evidence based follow-up. She will expand her knowledge, both theoretical and practical, in mammography and ultrasound and begin to learn about clinical trials and other research projects involving issues in breast care. Dr. Banic’s institution has recently purchased a vacuum-assisted core biopsy device, which will soon be in use. Gaining solid basic practical knowledge in this field will allow Dr. Banic to serve as an important resource for her colleagues in breast diagnostics and treatment in both her hospital and region.

Mladen Dudukovic, MD
Surgeon, Clinical Hospital Centre Zagreb
Zagreb, Croatia

Dr. Dudukovic is a surgeon with a focus on reconstructive surgery. He will attend clinics within the Avon Breast Center to learn cutting edge techniques of imaging, surgery and breast reconstruction. He will also be able to understand the optimal implementation/ timing of reconstruction as related to other therapies (e.g. systemic and radiation therapy). Finally, he will learn management of imaging/surgery/reconstruction as they relate to the

multidisciplinary nature of total breast cancer care. The training will greatly impact Dr. Dudukovic’s ability to take care of breast cancer patients in Croatia. This training will enable Dr. Dudukovic to acquire the first skills towards the use of advanced imaging techniques (ultrasound and sentinel node mapping) for diagnostic purposes of biopsies and nodal assessment. In addition, knowledge of the latest advancements in breast reconstruction will serve as the underlying foundation for brining such techniques to Croatia. Dr. Dudukovic will study at John Hopkins University in Baltimore, MD.

Balukrishna Sasidharan, MD
Assistant Professor, Christian Medical College
Vellore, India

Dr. Sasidharan is a radiation oncologist in India where treatment of breast cancers cancer is especially challenging due to an inadequate number of trained personnel, fewer centers and lack of equipment. Dr. Sasidharan will gain a deeper understanding of laboratory breast cancer research and how this is translated into early clinical trials. He will gain knowledge into the indications for genetic testing for prediction/prognosis (e.g. oncotype DX assays), indications for germline mutation screening, and overall will develop a greater breadth and depth of knowledge in cutting edge genetic/genomics technology and how they apply to clinical breast oncology. As the number of deaths from breast cancer in India increases, strengthening cancer services and training personnel to deliver effective services are critical needs. Dr. Sasidharan will study at John Hopkins University in Baltimore, MD.

Asha Arjunan, MD
Assistant Professor in Radiation Oncology,
Regional Cancer Centre, Trivandrum
Kerala, India

Dr. Arjunan is an Assistant Professor in Radiation Oncology at the Regional Cancer Centre, Trivandrum. She will develop skills in radiation techniques to decrease the dose of radiation to the heart and lungs, as well as other advanced methods to decrease dose inhomogeneity in breast radiotherapy. The advanced skills and knowledge acquired will help to improve treatment and care of women with breast cancer. Dr. Arjunan will study at New York University – Bellevue Hospital, New York, NY.



Ronald Wasike, MD

Assistant Professor, Aga Khan University Hospital
Nairobi, Kenya

Dr. Wasike is a breast surgeon. There is dire need for well trained surgeons and physicians to provide standard and evidence based care to patients in Kenya. Dr. Wasike will acquire knowledge and advanced skills in the fields of breast conservation surgery, sentinel lymph node biopsy and medical/radiation oncology. Dr. Wasike will also increase his knowledge of data collection and the collection of credible data of patients with breast cancer to be used for clinical research. Dr. Wasike will study at Emory University, Atlanta, GA.

Adeyinka Ademola, MBBS

Lecturer, University of Ibadan and University
College Hospital
Ibadan, Nigeria

Dr. Ademola is a surgeon in Nigeria. The major needs for Oncology in Nigeria are early detection and treatment of breast cancer, the capacity to offer breast conservation and reconstruction services so as to increase the rate of acceptance of treatment, and the development of clinical trials focused on

breast cancer in African women. Dr. Ademola will increase his knowledge of the optimum management of triple negative breast cancer and multidrug resistant primary breast cancers. Dr. Ademola will study at Emory University, Atlanta, GA.

“The impact of the skills acquired as an Avon Global Scholar will be tremendous and immediate.”

Gemma Leonora Uy, MD

Clinical Associate Professor,
University of the Philippines, Philippine General Hospital
Taguig City, Philippines

Dr. Uy is the Coordinator of the Breast Care Center at the Philippine General Hospital. The knowledge learned from the Avon Global Scholars program will allow Dr. Uy to develop a patient navigation program and improve the treatment offered to patients in terms of new surgical techniques and diagnostics. Research collaborations will also enable her patients to participate in the latest advances of treatment. Dr. Uy will study at Georgetown University – Capital Breast Care Center, Washington, DC.

Alex Tan, MD

Assistant Professor, Davao Regional Hospital
Davao, Philippines

Dr. Tan is an Assistant Professor at Davao Regional Hospital and a surgical oncologist. He will improve his skills and knowledge of breast surgery, including breast conservation surgery, sentinel node biopsy and ductoscopy; breast reconstruction, including oncoplastic surgery and TRAM Flaps; and Breast Imaging, including Breast ultrasound, and stereotactic biopsy. Dr. Tan will study at UCLA - Olive View Medical Center, Sylmar, CA.

Dejan Nikolic, MD, PhD

Assistant Professor, Medical Faculty, University of Belgrade,
University Medical Center Bezanijska Kosa
Belgrade, Serbia

Dr. Nikolic is a surgical oncologist. He will focus on increasing his diagnostic evaluation skills, including the selection and interpretation of imaging and performance of core needle biopsies. In addition, he hopes to improve techniques for determining the best surgical and treatment plans, including incorporation of neoadjuvant treatment, endocrine therapy, chemotherapy and radiotherapy. Dr. Nikolic will study at Northwestern University, Chicago, IL.

Burcu Cakar, MD

Internal Medicine Specialist,
Fellow in Medical Oncology, Ege University Medical Faculty,
Tulay Aktas Oncology Hospital
Ismir, Turkey

Dr. Cakar is a Fellow in Medical Oncology. She will focus on training in clinical oncology, clinical trials, medicine and translational oncology. For medical oncology the focus will be the safe and effective administration of endocrine therapies, chemotherapy and targeted therapies in the neoadjuvant, adjuvant and advanced disease settings. For clinical trials, Dr. Cakar will develop a clinical trials concept appropriate for her clinical practice setting in Turkey, discussing with her mentors protocol design and statistics. For translational medicine, Dr. Cakar will attend classes for the Masters in Science of Clinical Investigation. Dr. Cakar will study at Washington University St. Louis, St. Louis, MO.

Tolga Ozmen, MD

Chief Resident, Marmara University Hospital
Istanbul, Turkey

Dr. Ozmen is Chief Resident, Marmara University Hospital. He aims to increase his knowledge and skills in the diagnosis and management of breast cancer by studying cutting edge imaging techniques, screening strategies, and minimally invasive breast biopsy, as well as radioactive seed localization/excision and current surgical techniques. Dr. Ozmen will study at Magee Women’s Hospital, University of Pittsburgh, Pittsburgh, PA.

Burcak Karaca, MD

Associate Professor of Internal Medicine
Ege University Faculty Of Medicine T. Aktas Oncology Hospital
Izmir, Turkey

Dr. Karaca is Associate Professor of Internal Medicine at Ege University. She will study the delivery of comprehensive preventive breast health care in an urban underserved population and increase her knowledge of how to conduct a needs assessment to guide program development, specifically survey development and implementation. Dr. Karaca will study program design to address barriers to accessing care, including the use of Patient Navigators and will create program evaluation metrics, including process and outcomes metrics. Dr. Karaca will study at Boston Medical Center, Boston, MA.



Andriy Hrybanov, MD

Staff Obstetrician – Gynecologist,
Nikolayev Maternity Hospital #2
Nikolayev, Ukraine

Dr. Hrybanov is a clinical fellow who will study the use of different breast imaging methods (mammography, sonography, contrast-enhanced breast MRI, PEM, CT and tomosynthesis) for screening/ diagnostic purposes; performance of different diagnostic procedures (core and sentinel node biopsy), for cancer staging and treatment planning; modern surgical techniques use in breast cancer patients; the management of pregnancy associated breast cancer/pregnancy after breast cancer management; and modern methods of fertility preservation in breast cancer patients (oncofertility techniques). Dr. Hrybanov will study at Magee Women’s Hospital, University of Pittsburgh, Pittsburgh, PA.

Taras Tsolko, MD

Physician, Lviv State Oncological
Regional Centre
Lviv, Ukraine

Dr. Tsolko is an oncosurgeon. He will improve his skills in the diagnostic evaluation of the new breast cancer patient, including selection and interpretation of imaging and biopsy procedures and performance of core needle biopsies; decision-making for appropriate breast surgical plan for breast cancer, including consideration of neoadjuvant treatment; decision-making regarding use of endocrine or chemotherapy and the integration of radiotherapy into treatment plan. Dr. Tsolko will study at Northwestern University, Chicago, IL.

Luis Palacios, MD

Attending Physician, Hospital Oncologico
Padre Machado
Caracas, Venezuela

Dr. Palacios is a surgical oncologist who will study clinical research methodology, including regulatory issues and IRB protocols, with a focus on trials in breast reconstruction. He will learn techniques for oncoplastic surgery and advanced breast imaging and new imaging modalities. Dr. Palacios will study at New York Presbyterian Hospital Columbia University Medical Center, New York, NY.

Mohamed Elnoseery, M.Sc.

Chief Radiation Oncologist,
Cancer Diseases Hospital
Lusaka, Zambia

Dr. Elnoseery is the Chief Radiation Oncologist of Cancer Diseases Hospital in Zambia. He will gain deeper insight into breast cancer management through advanced training; attend tumor boards, scientific seminars; and assist in patients’ treatment planning, execution and follow up in the outpatient clinics and the inpatient wards. Dr. Elnoseery will study the indications of mammography, breast ultrasound and breast MRI and their diagnostic performance; prognostic and predictive markers of breast cancer and their impact on selection of appropriate adjuvant therapy; and cutting edge techniques for radiation, endocrine and systemic chemotherapy of breast cancer, and in particular triple negative breast cancer. Dr. Elnoseery will study at New York University, Bellevue Hospital.



Dr. Paul Goss, Director, Avon Breast Cancer Center of Excellence, Massachusetts General Hospital; Chairman, Avon Foundation for Women Scientific Advisory Board; and one of 13 US mentors for the Global Breast Cancer Clinical Scholars.

Avon Breast Cancer Global Clinical Scholars

Host Institutions and Mentors

**Boston Medical Center
Boston, MA**

Dr. Tracy Battaglia

**Emory University-Grady Memorial Hospital
Atlanta, GA**

Dr. Sheryl Gabram-Mendola

**Georgetown University-Capital Breast
Care Center**

Washington, DC

Dr. Bridget Oppong

**Johns Hopkins University
Baltimore, MD**

Dr. Ben Ho Park

**Magee-Women’s Hospital, University
of Pittsburgh**

Pittsburgh, PA

Dr. Wendie Berg

**Massachusetts General Hospital
Boston, MA**

Dr. Paul Goss

**New York University-Bellevue Hospital
New York, NY**

Dr. Shubha Dhage

**NewYork-Presbyterian Hospital-
Columbia University Medical Center**

New York, NY

Dr. Dawn Hershman

**Northwestern University
Chicago, IL**

Dr. Seema Khan

**Sinai Urban Health Institute
Chicago, IL**

Dr. Steve Whitman

**University of California Los Angeles-
Olive View Medical Center**

Los Angeles, CA

Dr. Judith Gasson

**University of California San Francisco-
San Francisco General Hospital**

San Francisco, CA

Dr. Judy Luce

**Washington University St. Louis
St. Louis, MO**

Dr. Matthew Ellis



Avon is the leading global corporate supporter of the Breast Cancer cause.

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