

A close-up photograph showing two hands wearing bright pink nitrile gloves. The hands are positioned to form a heart shape with their fingers. They are resting on a light blue medical scrub top. A stethoscope hangs around the neck of the person wearing the scrubs. The entire image is framed by a thick pink border.

**JOIN OUR FIGHT AGAINST  
BREAST CANCER.**

**BREAST CANCER AWARENESS**  
A World without Breast Cancer Is in Our Hands

# BREAST CANCER AWARENESS

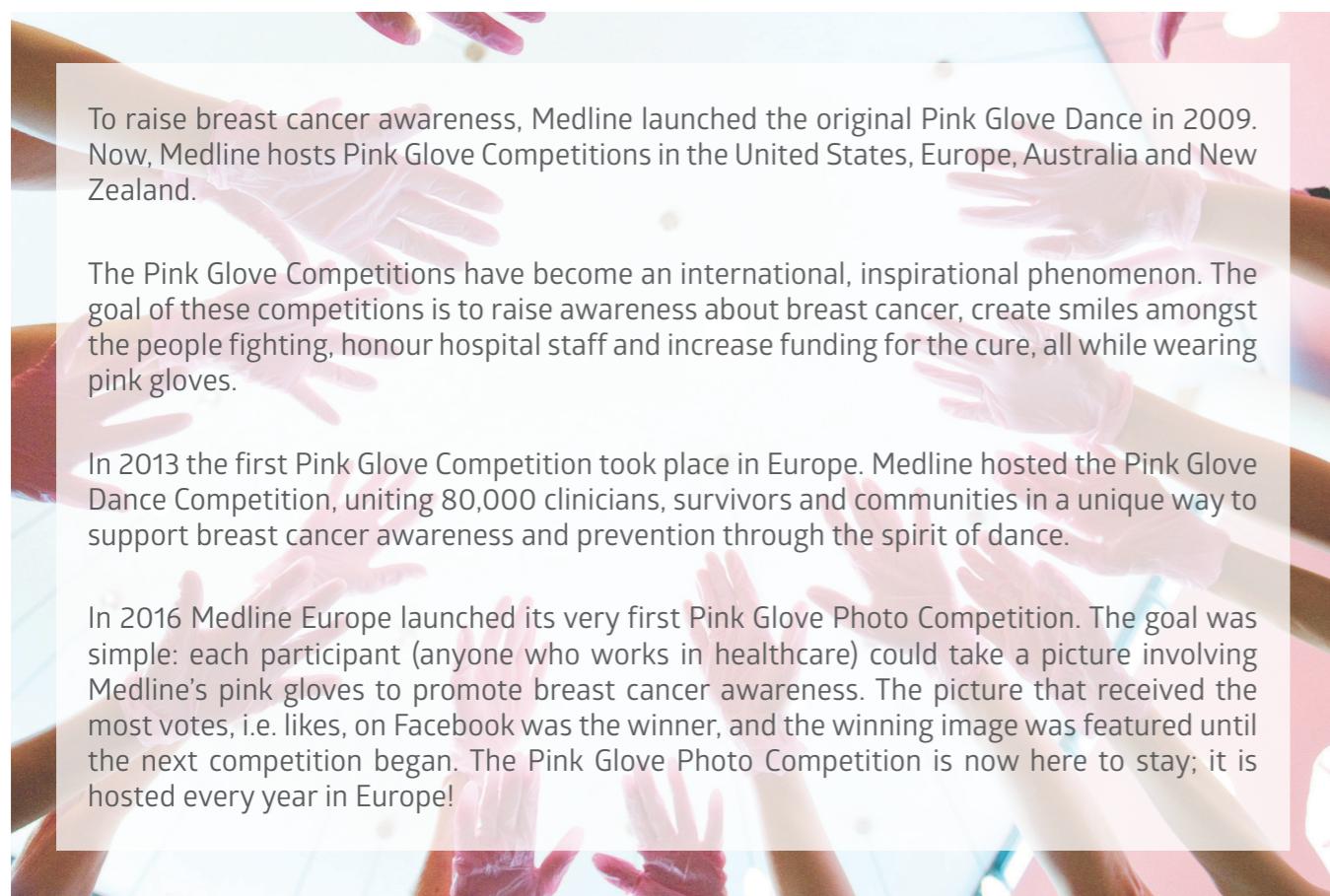
Medline's corporate mission is to improve the lives of patients and people by creating breast cancer awareness and promoting early detection.

Breast cancer awareness has been an important cause for Medline for more than 10 years, starting with initiatives at the global headquarters in the United States. Back in 2009, Medline Industries, Inc. turned everyday exam gloves from green to pink. The pink gloves help take the scary part out of detection exams and remind nurses about the importance of creating a comfortable, friendly and open dialogue with patients.



In 2005 Medline made a conscious decision to create a breast cancer awareness campaign with the vision that '*A World without Breast Cancer Is in Our Reach*'. A decade later, Medline's campaign has helped make significant strides in improving the lives of everyone affected by the disease, including patients, survivors, families of those who lost their battle and healthcare workers.

## EUROPEAN PINK GLOVE COMPETITIONS



To raise breast cancer awareness, Medline launched the original Pink Glove Dance in 2009. Now, Medline hosts Pink Glove Competitions in the United States, Europe, Australia and New Zealand.

The Pink Glove Competitions have become an international, inspirational phenomenon. The goal of these competitions is to raise awareness about breast cancer, create smiles amongst the people fighting, honour hospital staff and increase funding for the cure, all while wearing pink gloves.

In 2013 the first Pink Glove Competition took place in Europe. Medline hosted the Pink Glove Dance Competition, uniting 80,000 clinicians, survivors and communities in a unique way to support breast cancer awareness and prevention through the spirit of dance.

In 2016 Medline Europe launched its very first Pink Glove Photo Competition. The goal was simple: each participant (anyone who works in healthcare) could take a picture involving Medline's pink gloves to promote breast cancer awareness. The picture that received the most votes, i.e. likes, on Facebook was the winner, and the winning image was featured until the next competition began. The Pink Glove Photo Competition is now here to stay; it is hosted every year in Europe!

Winning Photo – Pink Glove Photo Competition 2016



'This photograph represents being alive and wanting to continue feeling alive!!! So after winning the battle, the perfect imperfections that are left on my body do not make me want to stop smiling and loving what life represents. I am happy-I am missing a breast-so what? A caress, a kiss, a hug-the best emotional medicine you can receive. I love life!'

Clinica Bofill-Girona, Spain

Winning Photo – Pink Glove Photo Competition 2017



'There is no risk to getting tested, but for many women it can be a scary and difficult decision. Staying healthy is an act of affection. So put your health in the best hands. And feel the (g)love.'

*Feel the (g)love by Dr Anastasia Pazaiti, breast cancer surgeon, Greece*

### European Breast Cancer Awareness Campaign

**€62,000**

Funds raised since 2013 through the European Pink Glove Photo Competitions

**47**

Photos submitted in Europe's Pink Glove Photo Competitions

**33,000**

Number of likes on Facebook for the Pink Glove Photo Competitions

**1 IN 8**

Women who will be diagnosed with breast cancer before the age of 85\*

**More than 320**

Number of participants in Europe's Pink Glove Photo Competitions

**(KEEP A BREAST)**

Collaboration with Keep A Breast Europe

As part of our breast cancer awareness activities, Medline is proud of its partnership with *Keep A Breast Europe* (KABE). KABE is dedicated to empowering young people around the world with breast health education and support.

KABE has developed a mobile application called 'Check Yourself', which provides information about breast health and encourages regular self-checks.

As part of the collaboration agreement, Medline donates funds to KABE from each Generation Pink® exam glove case sold. The funds will be used to promote and sponsor the development and translation of the 'Check Yourself' app into German, Spanish and Italian.

\* Source: <http://www.europadonna.org/breast-cancer-facts/>

# Show your pink pride and support breast cancer awareness with our pink gloves.



## Generation Pink Nitrile

Item Code	Packaging
PINKE2500 - XS	250/box, 10 boxes/case
PINKE2501 - S	250/box, 10 boxes/case
PINKE2502 - M	250/box, 10 boxes/case
PINKE2503 - L	250/box, 10 boxes/case
PINKE2504 - XL	230/box, 10 boxes/case



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Facebook page or scan the QR code.



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