

## Cancer is probably India's biggest fear: Fujifilm

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International Women's Day is celebrated globally on 8th March every year in honor of women's remarkable contribution to the society. The day also commemorates the inspiring role of women around the world and sheds light on key issues like women's safety, health, education and welfare.

When it comes to diseases, cancer is probably India's biggest fear. According to the ministry of health and family welfare, the incidence of breast cancer is 25.8 per 100,000 women and is expected to rise to 35 per 100,000 women in 2026. The Breast Cancer cases usually begin to rise in the early thirties and reaches its peak by 50-64 years of age.

The question becomes: Is there anything we can do to bring these numbers down? Here are five ways to be proactive about your breast care:

### **Preventative Care**

There is no evidence to suggest that a particular technique works best, but checking your breasts regularly is vital. The goal of screening for early breast cancer detection is to identify breast abnormalities as early as possible. A mammogram can find breast cancer before it can be felt. The sooner breast cancer is diagnosed, the more effective treatment may be.

### **Know Your Risk Factor**

It's all about knowing your risk level, ladies. Women with a strong family history of cancer can take special steps to examine themselves, so it's important for women to know their family history. A physician or genetic counselor can help you understand your family history of the disease.

### **A Healthy Lifestyle**

Breast cancer risk can be lowered by making healthy lifestyle practices like being physically active by doing daily exercise, maintaining a balanced diet and healthy weight, opting for early pregnancy and breastfeeding, avoiding smoking and alcohol. Researches show that when your weight is under control especially as you age, the risk for breast cancer decreases.

### **Breastfeed**

Some research suggests that breastfeeding potentially plays an important role in breast-cancer prevention. Mothers who breastfeed their babies for six months or longer may have a slightly lower risk of developing breast cancer.

### **Hormone Replacement Therapy**

Taking a combination of estrogen and progestin for a prolonged period of time upsurges the risk of developing breast cancer. Women taking this hormone combination to combat menopausal symptoms should consult with their physician about other alternatives available. If it's determined that the benefits of short-term hormone therapy outweigh the risk, the lowest effective dose should be prescribed.

By integrating these steps into their daily lives, not only will women reduce the risk of breast cancer, but also looks at the overall health. It is time to invest in your well-being and health by setting short-term self-preservation targets. With a positive mindset and an unwavering will, the battle against cancer is easily winnable. There is no gift as special as womanhood and at Fujifilm, it is our commitment to protect and improve their well-being. This women's day, Fujifilm urges all, to greet the women in your life and encourage them to get preventive breast cancer examination.