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Avon India, Indian Cancer Society to increase breast cancer awareness globally

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Avon along with Indian Cancer Society is reaching out to individuals and communities through multiple mediums including social media interventions such as organising webinars, talk shows, etc. These efforts intend to spread the message of survival and hope to those who are fighting breast cancer, and recognise the importance of early detection, regular screening to detect breast cancer early.Â This also includes education through trainings, as well as offering high quality-low cost cancer screening facilities to women



Avon India has partnered with Indian Cancer Society to create awareness around breast cancer in women around the world. With an effort to raise awareness and reduce the stigma of breast cancer, Avon along with Indian Cancer Society is reaching out to individuals and communities through multiple mediums including social media interventions such as organising webinars, talk shows, etc. These efforts intend to spread the message of survival and hope to those who are fighting breast cancer, and recognise the importance of early detection, regular screening to detect breast cancer early. This also includes education through trainings, as well as offering high quality-low cost cancer screening facilities to women.

“Working together with Indian Cancer Society (ICS), we hope to encourage millions of women around the world to take necessary precautions and undertake self-check-up tests to help preventing the late diagnosis of breast cancer,” said Snigdha Suman, Marketing Director, Avon India.

“Our collaboration with Avon is a testament to our commitment towards the cause of breast cancer. We understand the importance of how critical it is for a woman to look good and feel confident again in the entire journey of fighting breast cancer. And with Avon, we are committed to work together to ensure a healthy lifestyle for all the women,” said Jyotsna Govil, Chairperson, Indian Cancer Society Delhi.