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GE launches breast cancer awareness campaign

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On the occasion of Breast Cancer awareness month, GE Healthcare reinforces its mission for a healthier India through its latest initiative #SefBE can save a Life! An informative initiative which aims to spread awareness and underline the importance of self-breast examination as the first step towards detecting cancer.

The campaign which is interestingly shot, features women from all walks of life sharing a light moment to say 'While a #Selfie can save that special moment, a #SelfBE could go a long way in saving your life'! GE Healthcare collaborated with top oncologists in the country to spread awareness on the growing incidence of breast cancer in the country.

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