



ARE YOUR BREASTS ONLINE? THEY SHOULD BE.
*Schick Quattro for Women launches virtual, interactive
Booby Wall in support of Rethink Breast Cancer*

TORONTO, ON, January 10, 2008 - There are a lot of breasts on the internet, but there's nothing like this. In support of Rethink Breast Cancer, Schick Quattro for Women today launched the *Booby Wall*, a virtual, interactive exhibit of breasts designed to educate Canadian women about early breast cancer detection by encouraging them to show their breasts some TLC.

The Booby Wall (www.boobywall.ca) was created to bring Rethink's *Touch. Look. Check. (TLC)* early detection program to life. Women across Canada are encouraged to touch and look at their breasts and then take a picture of their breasts to upload to the Booby Wall. This ever-growing online gallery is designed to remind women about the importance of breast health.

"The traditional ways of encouraging women to check their breasts are not working. We hear from many women that they are not checking their breasts regularly because they are not sure how or when and they're scared of what they might find," said MJ DeCouteau, Executive Director, Rethink Breast Cancer. "The Booby Wall is a bold and unique way to engage women with a serious message—that women should get to know their breasts as an important step in the early detection of breast cancer."

The Booby Wall delivers this message through online information encouraging women to make the TLC program an ongoing part of their lives—to touch their

breasts to feel for anything unusual, to look for changes and to check anything unusual with their doctor. As a symbol of their commitment and support, women can then take a picture of their breasts to upload to the Booby Wall at www.boobywall.ca. Pictures can be taken fully-clothed, in a bra or topless—the Booby Wall is secure, anonymous and completely confidential. Women have the option of adding their first name, comments or a dedication if they choose.

The Booby Wall was tested this past fall at L’Oreal Fashion Week and the National Women’s Show in Toronto. Schick Quattro for Women created the *Booby Booth*, a mobile, completely enclosed space equipped with a camera and computer, allowing women to take their pictures in private at these events.

“The response to the Booby Booth and the Booby Wall concept far exceeded our greatest expectations,” said Helen Kargas, Senior Brand Manager, Schick Canada. “More than 420 women lined up to participate—there were women who had lost loved ones, breast cancer survivors, and women baring all in support of this important message. The feedback was overwhelmingly positive.”

“From that experience, we are confident that the Booby Wall could become the largest online interactive art exhibit in support of this cause,” said Kargas.

The Booby Booth

In support of the Booby Wall initiative, the Booby Booth will be touring Canada in 2008, visiting high profile events and consumer shows. Photos taken in the Booby Booth will be uploaded to the Booby Wall site.

Touch. Look. Check. (TLC) campaign

Schick Quattro for Women is an ongoing partner with Rethink Breast Cancer and its Touch. Look. Check. (TLC) program. Rethink Breast Cancer (Rethink), in partnership with Breakthrough Breast Cancer, launched the TLC campaign in October 2006 to dispel confusion around when and how to be breast aware with a simple and effective new way of thinking about how women examine their breasts. The TLC campaign simply asks women to **touch** their breasts and feel for anything unusual, **look** for changes and be aware of shape and texture, and **check** anything unusual with a physician. Changes to look for include breast size or shape, skin texture, and the appearance of nipple discharge, rash or lumps. For more information on the TLC campaign, visit www.touchlookcheck.com.

About Rethink Breast Cancer

Rethink Breast Cancer is a charity helping young people who are concerned about and affected by breast cancer through innovative breast cancer education, research and support programs. Rethink is a national volunteer-driven registered charity with a bold, enterprising and entrepreneurial approach. We are thinking differently about how to beat breast cancer. For more information on Rethink Breast Cancer, visit www.rethinkbreastcancer.com

About Schick Canada

Schick Canada, a division of Energizer Canada Inc., is a leading manufacturer of high performance razors for men and women. Committed to the development of shaving technology and innovation, Schick Canada has launched some of the most successful razors on the market including Xtreme 3, the first three-bladed disposable, Intuition, the first all-in-one razor and Quattro, the first four-bladed system and disposable razor. For more information visit www.schick.ca.

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