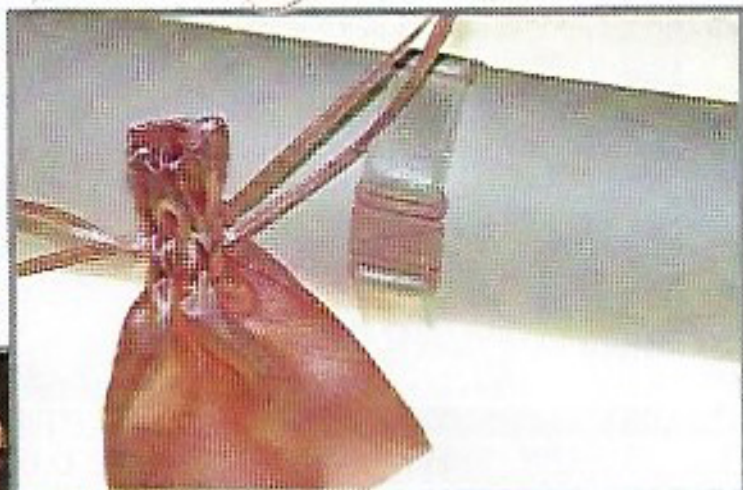


Uplifting ideas

perk up

A fabulous, non-surgical solution, Bralief™ provides an instant breast lift and keeps bra straps from falling off the shoulders. Available in black, tan and white, as well as Cotton Candy, a special pink and white version that will benefit Breast Cancer Research. bralief.com

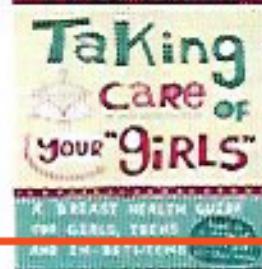
**life-saving soap**

An all-natural, fun tool promoting early detection, Boob Lube™ is the first breast check soap to help women fight breast cancer on the homefront. The adorable label includes non-threatening instructions and a checklist calendar for monthly reminders. savothetatas.com

**survival tool**

A Survivor's Guide for the Breast Cancer Journey is designed specifically for breast cancer patients. A combination of planner, organizer and motivational journal, it provides a unique tool that addresses the emotional, physical and logistical aspects of fighting the disease. riverstonejournals.com

MARISA D. WEISS, M.D.
FOUNDER OF BREASTCANCER.ORG
 + ISABEL FRIEDMAN

**breast health must-read**

A long overdue book, Taking Care of Your "Girls," answers the most compelling questions girls have about their changing bodies. Written by Dr. Marisa Weiss, founder of breastcancer.org, along with her 18-year-old daughter Isabel Friedman, this is an essential health guide for girls of all ages.

BREAST CANCER RESOURCE

Breastcancer.org is the web's #1 source for breast cancer and breast health information and support, founded by leading breast cancer oncologist Marisa Weiss, M.D. The site hosts a monthly "Ask the Expert" conference series that allows an interactive online discussion between the medical panel and the attendees: breast cancer patients, their families and friends. Topics are raised by questions posed to the medical experts in real time. Visit the site for information on the next scheduled conference as well as to view the more than 5,000 pages of medically vetted content.

fashion fixer

Keep pants from creeping down and causing the dreaded "back gap" with sABelt™, the invisible yet must-have fashion accessory that assures a comfortable fit for every style. Available in sizes junior to plus, as well as a breast cancer awareness sABelt to support the Susan G. Komen Foundation. isABelt.com

