

LOUNGE

#FEELYOURBREAST



It's important to Feel Your Breast!

It's even more important that our Female Family know how to.

This Breast Cancer Awareness month we're taking off our bras and campaigning to raise awareness around the importance of understanding your body, knowing how to check your boobs and being aware.

So lovely Female Family... that's you, reading this passage - We're going to introduce you to 10 incredible young women... 10 women who each have experienced unique and emotional journeys that stopped them suddenly in their tracks and gave them that realisation that we may all need - of how precious time is - and how very important it is to get to know **you**.

We hope you're ready to hear their stories. And we hope even more that they empower you to take this guide, pop on your Pink Thong and #FeelYourBreast...

Head over to @loungeunderwear on Instagram to join the campaign. Plus, hear everything that our inspiring Lounge Legends had to say at loun.ge/legends.



#FEELYOURBREAST
WITH LOUNGE

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We've all got lumps and bumps

and honestly, most of them are harmless.

In order to recognise if something's not quite right, you've got to truly know what your normal feels like! Our bodies go through a lot of changes – our hormones change our mood, yes, but our body too - so the best place to start is to get to know your rhythm, find what feels comfortable for you and take some me-time out of your day to look after number one. Yes - you too boys!

If you've never checked your breasts before, today is certainly a good place to start. Take some time to get to grips with your body and then, make it part of your routine. It's suggested that you should check your boobs at least once a month.

Why not do it in the shower, or when you're getting changed? Or even every time you put on your Pink Lounge Thong. Setting a reminder on your phone is a great way to make sure you're keeping on top of it.

Knowing what to expect when you're checking your boobs is where it all begins, so that if you do feel something unexpected, you'll know what the 'unexpected' feels like.

So, how do I do this?

There's no step-by-step guide on how to check your boobs - every body is different. But here's our breast tips to help make sure you've got everything you need to find *your way*:



Feel with the pads of your fingers, apply pressure and move in circular motions over the whole breast area, including beneath your breasts, your armpits and around your neck and collar bones.



Take a look in the mirror and visually examine your breasts from different angles, check their shape and size. Also look out for any changes to the skin texture.



Why not try checking whilst lying down? In this position, the breast tissue spreads out more evenly, and you may find it easier to check, especially if you have larger breasts.



Even moving your arms to different positions can help, holding your arm above your head or stretched out to the side of you.



WHAT TO LOOK FOR:

LUMPS IN THE BREAST

LUMPS OR SWELLINGS
IN THE ARMPIT

CHANGES IN TISSUE TEXTURE

DIMPLING OF THE SKIN

A CHANGE IN THE SHAPE
AND/OR SIZE OF THE BREASTS

A RASH OR SWOLLEN SKIN

PAIN OR DISCOMFORT IN
THE BREAST AREA

NIPPLE DISCHARGE

INVERTING NIPPLES



Hmmm...

Think you may have found something that doesn't feel normal?

Firstly, please don't worry. The best thing you can do is share your experience with someone close to you and get yourself to your doctor for a quick check up and get their professional opinion. Early detection of anything out of the ordinary is the very reason we check our breasts, it could quite literally save your life.

NOW IT'S TIME TO

JOIN THE MOVEMENT



**Help us spread the message this
Breast Cancer Awareness month.**

It's important that everyone
checks their boobs!

Turn the page to see our double
spread poster. Take a picture with it
- however you feel comfortable - and
post it to your Instagram!

We'll be responding to and featuring
your posts throughout the month!

Or, why not use our Instagram
stickers to join the campaign?
Search "feelyourbest" within the
sticker tool and pick your favourites!



#FeelYourBreast

This Breast Cancer Awareness Month!



#FEELYOURBREAST

WITH LOUNGE



Meet our incredible **LOUNGE LEGENDS!** ♡

These amazing women have all experienced unique and emotional journeys with their own lumps and bumps. They'll be sharing their powerful stories with us over the month of October. Stay connected to hear what they have to say...



Leanne Pero

@leanneperooofficial



Olivia Smith

@oliviarosesmithx



Alice Roberts

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Nicky Newman

@nicknacklou





Shannon

@shannonalxndra



Emma

@emlouiii



Angel

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Dizzy Dalton

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Georgie Swallow

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Rebecca Spencer

@rebeccaspencer_photography

With special thanks to our talented photographer and Lounge Legend herself, Rebecca.

1 IN 8 WOMEN WILL BE DIAGNOSED WITH BREAST CANCER IN HER LIFETIME.

WHICH MEANS WE WILL ALL LIKELY BE AFFECTED BY IT IN SOME WAY. **SO, TELL YOUR....**

FRIENDS, AUNT, CO-WORKERS, MOTHER, COUSINS, GRANDMOTHER, BROTHER, NIECES, EMPLOYEES, UNCLE, SISTER, FATHER, DAUGHTERS, PARTNER, GRANDFATHER

TELL EVERYONE.

**It's important
to Feel Your Breast.**

“Cancer doesn’t care
about your age, gender,
ethnicity, lifestyle choices...

It really can happen to anyone,
so it’s important to check yourself.”

- DIZZY DALTON

