

love&nudes

THE STAGE ZERO COLLECTION



2023 FACT SHEET
FOR CANADA

Love & Nudes

Love & Nudes is a brand of nude lingerie founded by Chantal Carter for women of colour. As a pioneer in the now crowded category, Love & Nudes helps women of colour look and feel good in their own bodies, and that commitment goes beyond simply the lingerie they put on.



BREAST CANCER SCREENING IS INEQUITABLE

- Black women with breast cancer in their 40s are twice as likely to die compared to white women, according to studies from the UKⁱ and US.ⁱⁱ
- New research from the University of Ottawa shows that women who are screened for breast cancer in their 40s deal with fewer cases of advanced breast cancer, compared with those screened in their 50s.ⁱⁱⁱ However, most Canadian provinces and territories only allow breast cancer screening starting at age 50, which creates a 10-year discrepancy between what the data suggests about early screening and the current screening policy leaving Black women disproportionately at risk.
- It is without doubt that provincial policies, socioeconomic realities, and cultural biases hinder Black women's access to life-saving breast cancer screening and subsequent treatment.

“Our bras mean nothing if Black women aren't alive to wear them.”

Chantal Carter
Love & Nudes Founder

WHAT IF BLACK WOMEN COULD RECOGNIZE BREAST CANCER EARLIER?

The Stage Zero Collection

Due to flawed provincial policies, socioeconomic hurdles, and cultural biases like the dominance of white/pink breast cancer awareness campaigns, many Black women do not know what breast cancer looks like on darker skin tones.

So, Love & Nudes has championed equity by creating the world's first breast cancer self-examination tool designed for Black women. The collection comes in a range of skin tones and features medically accurate symptoms like lumps, peau d'orange, and discoloration characteristic to racialized women. Now, Black women can know what to look for in real life.





BUT WE'RE JUST GETTING STARTED

Lower the screening age

The research confirms: **The breast cancer screening policy in Canada is unfounded and must be changed.**

- Death rates for Black women are approximately two times higher than white women fifty years of age or younger.^{iv}
- Black women have the highest breast cancer incidence rate before age 40 and are most likely to die from breast cancer at every age.^v
- Black women and younger women (aged 40-49) are more likely to have dense breasts, increasing the risk of breast cancer below the screening age of 50.^{vi}

Love & Nudes was borne out of a glaring absence and misrepresentation of Black women in society, and we believe it is imperative that we continue to fight for equitable breast cancer screening for Black women. **It's simple. The policy must be rectified so breast cancer screening starts at age 40, not age 50. We are working to submit a petition to the Canadian Parliament to federally lower the screening age.** Once passed, the new policy could save countless lives.

In the meantime, we have created a Change.org petition to rally support for our cause.

But we cannot do this alone. We have started this conversation, but we need your voice as well.

Together, we can fight for access. And equity.

Sign the petition at [Change.org/Stage0Collection.ca](https://www.change.org/p/love-and-nudes-stage-0-collection)

APPENDIX

i Extending breast screening to women in their forties may save lives without increasing harms, research suggests, NHIR, 2021

ii Breast cancer statistics, 2019, DeSantis MPH, Ma, Gaudet, et al.

iii The Impact of Organised Screening Programs on Breast Cancer Stage at Diagnosis for Canadian Women Aged 40–49 and 50–59, 2022, Wilkinson, Billette, Ellison, et al.

iv Breast Cancer Statistics, 2022, Giaquinto, Sun, Miller, et al.

v Breast Cancer Statistics, 2022, Giaquinto, Sun, Miller, et al.

vi Breast cancer statistics, 2019, DeSantis MPH, Ma, Gaudet, et al.