

# Ovarian Cancer campaigns



**T**HIS MONTH sees the launch of several new initiatives that aim to raise awareness of the symptoms of ovarian cancer.

For the first time, under the Beat Ovarian Cancer banner charities across the English-speaking world are coming together to shout down the myth that ovarian cancer is a 'silent killer'. The campaign forms part of a range of new initiatives being launched as part of Ovarian Cancer Awareness Month, which runs throughout March.

In a newly published survey 90 per cent of women diagnosed with ovarian cancer didn't know the symptoms of the disease and a third hadn't heard of it.

Launching the Beat Ovarian Cancer campaign Ovacom Chief Executive, Louise Bayne, said: "In the last 20 years there has been a transformation in the way ovarian cancer is treated, but public awareness of the symptoms has not kept up with this medical progress.

Ovarian Cancer Action has also enlisted the help of actress Emilia Fox to launch an advertising campaign aimed at helping women become aware of the symptoms of the disease.

The most important determinant of survival for ovarian cancer is the stage

of disease at diagnosis. For women diagnosed with early stage disease the five-year survival rate is more than 70 per cent, but only a fifth of cases are diagnosed this early. For women diagnosed with cancer that has spread beyond the ovaries, the five-year survival rate is around 15 per cent, and around a third of women are diagnosed with this stage of disease. Early warning signs include persistent tummy pain, increased tummy size, persistent bloating, difficulty eating and feeling full quickly.

The Eve Appeal has also launched an awareness campaign as part of Ovarian Cancer Awareness Month and have enlisted the help of Jenny Eclair, Helen Lederer, Gail Porter, Mary Tamm and Lorraine Kelly to encourage women to share information about the early warning signs and symptoms. The charity is also aiming to raise funds to help fund research into the disease.

Ovacom is an ovarian cancer support and information network that helps women and health professionals in improving the diagnosis of the disease. As part of its new initiative, Ovacom aims to introduce a web based risk and symptoms toolkit for women who suspect that they may have the disease.

**"Public awareness of the symptoms has not kept up with medical progress"**

Louise Bayne, Ovacom



**Remember the symptoms**

- Persistent tummy pain
- Increased tummy size
- Persistent bloating
- Difficulty eating
- Feeling full quickly

**Ovarian cancer action**

## Find out more

- **Ovacom** : ([www.ovacom.org.uk](http://www.ovacom.org.uk)), tel: 020 7299 6654 or e-mail: ([ovacom@ovacom.org.uk](mailto:ovacom@ovacom.org.uk))
- For support services tel: 0845 371 0554 or e-mail: ([support@ovacom.org.uk](mailto:support@ovacom.org.uk))
- **The Eve Appeal** and its fund-raising initiatives go to: ([www.eveappeal.org.uk](http://www.eveappeal.org.uk)) tel: 020 7299 4430, or e-mail: ([office@eveappeal.org.uk](mailto:office@eveappeal.org.uk))
- **Ovarian Cancer Action** go to: ([www.ovarian.org.uk](http://www.ovarian.org.uk)), tel: 020 8238 7605.

## Bringing algae into the 21st century

Chlorella, an ancient algae that's been around for millions of years, could soon be transforming your health thanks to the launch of a range of new products, 'Natural Greens'.

Chlorella is full of important nutrients such as chlorophyll and is also thought to have the ability to cleanse the blood and remove toxins.

These properties in combination are thought to be behind a number of positive health benefits ranging from weight loss, to stimulating friendly bacteria growth, boosting the immune



system, and detoxing the body. Natural Greens says the new range is 100 per cent pure and natural, non GM, gluten-free, and the chlorella is registered with both the Vegan and Vegetarian societies.

A percentage of the company's profits will go to the charity Yes To Life, which helps people with cancer in the UK in accessing complementary and alternative medicine.

- For more information or to buy Natural Greens' Chlorella go to: ([www.naturalgreens.co.uk](http://www.naturalgreens.co.uk)) or tel: 0844 567 0547 (calls charged at local rate).

## Natural skincare

With one in five children and one in 12 adults in the UK affected by eczema and thousands more suffering from dermatitis and severe dryness, skincare specialists Scarlett & George have launched Vivaderm, a new skincare product range. Formulated to provide effective relief to itchy, dry, minor inflamed skin flare ups, each product is free of paraffin oils, paraffin waxes and parabens preservatives, as well as artificial colourings and fragrances.

- The Vivaderm™ range is available from leading independent pharmacies and online from ([www.healthcare2u.co.uk](http://www.healthcare2u.co.uk)) or ([www.dentalproducts2u.co.uk](http://www.dentalproducts2u.co.uk)), tel: 0845 226 0660.