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Walk into any crowded room these days and chances are you'll be standing next to someone who has either been diagnosed with breast cancer or knows someone who has. With over 2.3 million women diagnosed last year, next to skin cancer, it's the second most common killer of women. According to 2007 statistics, there were 178,480 new cases of breast cancer in women and 2,030 cases in men. But, there is good news. It starts with a little education from the October National Breast Cancer Awareness Month. Breast cancer is a disease that is caused by the uncontrolled division of cells in breast tissue and results in "Benign" or "Malignant" tumors. Benign tumors are the most common (representing over 80% of breast cancers) and the easiest to treat. Malignant tumors are far more dangerous, can damage other tissues and spread rapidly throughout the body. Allowed to progress without treatment, malignant tumors can advance to "Metastatic" cancer and reach the bones, lungs, liver or brain. The most common risk factors for contracting breast cancer are:

- **Gender** - Breast cancer in women is over 100 times more common than in men.
- **Age** - The incidence of breast cancer increases with age. It is very rare in women under 35 but is particularly high in women over 60.
- **Personal history** - Women with, or who have had breast cancer before, are at a higher risk for returning breast cancer.
- **Family history** - Women who have mothers, sisters, daughters or 2 or more relatives with breast cancer are at higher risk for getting breast cancer themselves.
- **Breast cancer genes** - Men and women who inherit alterations in BRCA1 or BRCA2 genes carry a higher, inherited risk for contracting breast cancer. Fortunately, this represents only a 5 to 10 percent chance for getting cancer.

There are also 4 other risk factors that are directly related to the hormone, "Estrogen." These include:

- **Early menarche** - Women whose period occurs before the age of 12 are at

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higher risk for breast cancer.

- **Later first pregnancy** - Women who get pregnant before the age of 25 are at lower risk for breast cancer. Women who get pregnant after 35 are at a higher risk.
- **Having no children** - Women who continue to have uninterrupted periods until menopause are at higher risk for breast cancer.
- **Hormone replacement therapy** - Women who are on HRT are at higher risk for breast cancer.

While there's not much you can do about your age, gender, family & personal history or the genes you inherit, there are a number of things that you can do to lower the likelihood of being diagnosed with breast cancer. These include decreasing your intake of fat (especially saturated fat), increase the amount of fiber in your diet, eat more fresh fruits and vegetables, limit your alcohol consumption, keep physically active and don't smoke cigarettes. An easy way to reduce your risk for contracting breast cancer is to add Tibet Authentic's [Goji berries](#) to your daily diet. Goji berries are rich in antioxidants (known to reduce certain types of cancers), amino acids, beta-carotene, vitamin C and polysaccharides that can help reduce your risk for cancer and neutralize the negative effects of chemotherapy and radiation therapy in cancer patients. They can also lower your blood pressure, balance blood sugar levels, lower cholesterol and increase calcium absorption - important for women over 40.

Every woman over the age of 30 should educate themselves about the disease and begin looking for ways to reduce their risk. One of the best places to start is by learning how to perform a "breast self-exam," available on the Susan G. Komen website. Next, schedule a clinical breast exam every 3 years, starting at age 20. Finally, get an annual mammography if you're a woman over the age of 40. If cost is an issue, you may be eligible for a free or low-cost mammography screening. During October's National Breast Cancer Awareness Month, many clinics offer mammographies at a substantially reduced cost.

Until November 30th, Tibet Authentic will discount any web order by 10% and donate an additional 5% of each order in support of fighting breast cancer. Just use the coupon code, "**Pinkcampaign**" on [TibetAuthentic.com](#). The Pink Ribbon Shop also has hundreds of great deals on clothing and outdoor gear. Part of every sale is donated to breast cancer awareness programs and organizations. To find a participating radiology center near you, call the Susan B. Komen Breast Care Helpline at 877-GO KOMEN (877-465-6636) or visit the Food and Drug Administration's website for a list of participating radiology centers.

Allen is professional writer with a proven track record, writing for the web and in print on a variety of topics in the area of health and nutrition. his experience extend to many areas, including research in the health and nutrition field for over 6 years.

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