

BREAST CANCER

A GUIDE FOR
**PATIENTS AND
CAREGIVERS**



Pierre Fabre

Throughout this brochure, you will find the testimonies of collaborators of the Pierre Fabre Group, who accepted to share their experiences with us and to voice the messages of those affected by this disease. These voices are the ones of Séverine, Marie-Jeanne, Isabelle, Aline, Roseline, Eva, Audrey, Céline, Myriam, Marine and Margaux.

We know them as collaborators of the Pierre Fabre Group, we discover them with a fighting spirit, courage, and in the intimacy of their stories and personal experiences. We thank them for opening up and for finding the strength to reveal the hidden realities of those affected directly or indirectly by breast cancer.

Being diagnosed

with breast cancer brings a big whirlwind of emotions and you may feel overwhelmed as you look for resources that address your unanswered questions.

THIS BROCHURE WAS MADE TO PROVIDE SUPPORT TO YOU,

as a person diagnosed with breast cancer or to you, as a person who wants to help a loved one living with this disease.

SUMMARY

01. TIPS FOR PATIENTS

P.4

02. TIPS FOR CAREGIVERS

P.9

03. GENERAL INFORMATION ON BREAST CANCER

P.11

04. MORE SUPPORT AND INFORMATION

P.14

This booklet does not replace the advice of your healthcare professional. BE SURE TO ASK YOUR HEALTHCARE PROFESSIONAL ABOUT ANY QUESTIONS OR CONCERNS YOU MAY HAVE ABOUT YOUR SPECIFIC MEDICAL CONDITION OR TREATMENT PLAN.



YOU ARE A PATIENT

This brochure was made to provide you with useful tools and information and help you to cope with the many challenges you might face. It aims to support you in your ability to learn and capacity to adapt to the situation.



Cancer is not a straight line – it is a rollercoaster.



AUDREY (PATIENT)

For tips, go to page 4



YOU ARE A CAREGIVER

If someone you care about has been diagnosed with breast cancer, you are probably wondering how to take care of them, what to do and say, and what not to. This brochure is here to provide guidance on how you can show support for someone you care about but also, on how to take care of yourself as you are both going through difficult times along this journey.



When my aunt informed me she had cancer, I was upset and really felt useless. I did not know what to do.



MARINE (PATIENT'S RELATIVE)

For tips, go to page 9

01 TIPS FOR PATIENTS

PATIENTS

How women cope with their diagnosis and treatment varies from person to person. Each person's journey is unique, and no patient story is the same.

Different cancers, different treatments, different characters, different family situations: even if experiences can be similar, each one remains unique.

“

I am still traumatized by the day I discovered I had cancer – I dropped the kids at school and thought I would have a normal day. On that same day I came back home knowing that I have breast cancer – it is really strange that suddenly the cancer is in your life.

AUDREY (PATIENT)

THERE ARE SEVERAL WAYS OF SUPPORT TO COPE WITH THE DIAGNOSIS AND TREATMENT. ALTHOUGH NOT ALL TIPS MAY BE HELPFUL, YOU CAN FIND COMFORT IN SOME:¹



TALK TO YOUR FRIENDS AND FAMILY

They may be a powerful support



COMMUNICATE WITH OTHER PEOPLE IN THE SAME SITUATION

(e.g., patient advocacy groups, forums)



FIND OUT AS MUCH AS POSSIBLE

About your condition by speaking with a healthcare professional



AVOID DOING TOO MUCH

or overexerting yourself



TAKE TIME FOR YOURSELF

It's normal to feel overwhelmed.

If you feel anxious or depressed, talk to your doctor or nurse – they can refer you to a psychologist or psycho-oncologist who has experience in coping with emotional impact of people dealing with cancer. It may also help to join a support group so that you can talk to other people who understand exactly what you are going through.²

Breast cancer may have an impact on the relationship with your friends and family as it's not always easy to talk about cancer.¹

Being open about how you feel and what your family and friends can do to help, may put them at ease. However, do not be afraid to tell them that you need some time to yourself if that is the case.¹

“

At the beginning the situation was a little stressful and full of anxiety because I didn't even know where to go.

MYRIAM (PATIENT)

“

It's important to be able to say, 'right now I'm not feeling well, I need help' or 'right now I'm not feeling well, I need to be alone.'

MARIE-JEANNE (PATIENT)

Also, you may have noticed some changes in your confidence, self-esteem, and the way you view your body since your breast cancer diagnosis.

Lots of people find accepting changes to their appearance difficult to cope with. However, there are some things you can do that might help you start to rebuild your confidence:

GET FAMILIAR
with your scars

MAKE SOME LIFESTYLE CHANGES
(e.g., do exercise, eat healthy)

AVOID COMPARING
yourself to others

DON'T BE AFRAID TO GET SOME SUPPORT
from your close ones

LOOK INTO
breast reconstruction or into getting a prosthesis (an artificial breast form)

SPEND QUALITY TIME
with loved ones

UPDATE YOUR WARDROBE
as it may help to improve your confidence

TALK TO PEOPLE
that have had a similar experience



“

The hair loss is very hard because it seems like losing your femininity, and it's a sign showing you are sick. I never wore a wig but only colored scarves to match my clothes.

ROSELINE (PATIENT)

SUPPORTIVE CARE CAN HELP YOU HANDLE SOME DISCOMFORT CAUSED BY THE DISEASE AND TREATMENT

It can be helpful to have access to the following supportive care:



PSYCHOLOGICAL SUPPORT

from specialized medical team to help you cope with the emotional impact of the disease.



HEALTHY DIET TIPS

can help you to better tolerate some gastrointestinal side effects.



ADAPTED PHYSICAL ACTIVITY

Physical activity has many benefits for people who've had treatment for breast cancer, from reducing fatigue to helping regain a sense of control.



MANAGEMENT OF SEXUAL DYSFUNCTION during breast cancer journey



The oncologist is there to treat you, the rest is a bit lacking, all that is support for side effects, it's not the oncologist who does it, it's the physiotherapist, the nutritionist, the dietitian, the nurse and the podiatrist.

MYRIAM (PATIENT)



Treatments profoundly change the body. At first, this is not so important as the priority is to get better, but very quickly it becomes a top priority.

MARIE-JEANNE (PATIENT)

In addition, alternative therapeutic approaches are a complementary approach to the standard treatment (e.g., sophrology, hypnosis, meditation). This can be particularly useful to help to relieve symptoms of the disease and side effects of treatment. Mind and body practices are commonly used in cancer care.



THIS APPROACH WILL NOT REPLACE THE TREATMENT DECIDED BY YOUR ONCOLOGIST.

Before deciding if you will embrace a complementary treatment, discuss it with your healthcare team.



I do a lot of sport as a stress relief; it helps me a lot to keep fit and always stay alert.

CÉLINE (PATIENT)



Swimming is great, it frees the body and mind. The great thing is that you don't feel the weight of your body when you're in the water, which creates a healthy sense of fatigue.

MARIE-JEANNE (PATIENT)

How to stay positive with breast cancer

Sometimes it may be challenging to be positive. It may help to:



MAKE SURE YOU'RE GETTING ENOUGH SLEEP

Sleeping helps keep stress levels down, which will help keep your mood stable and allow you to focus on what's important.



STAY CONNECTED WITH YOUR SURROUNDING

(Relatives/Family/Friends)

It's important to spend time with those who love you, especially during tough times like this.

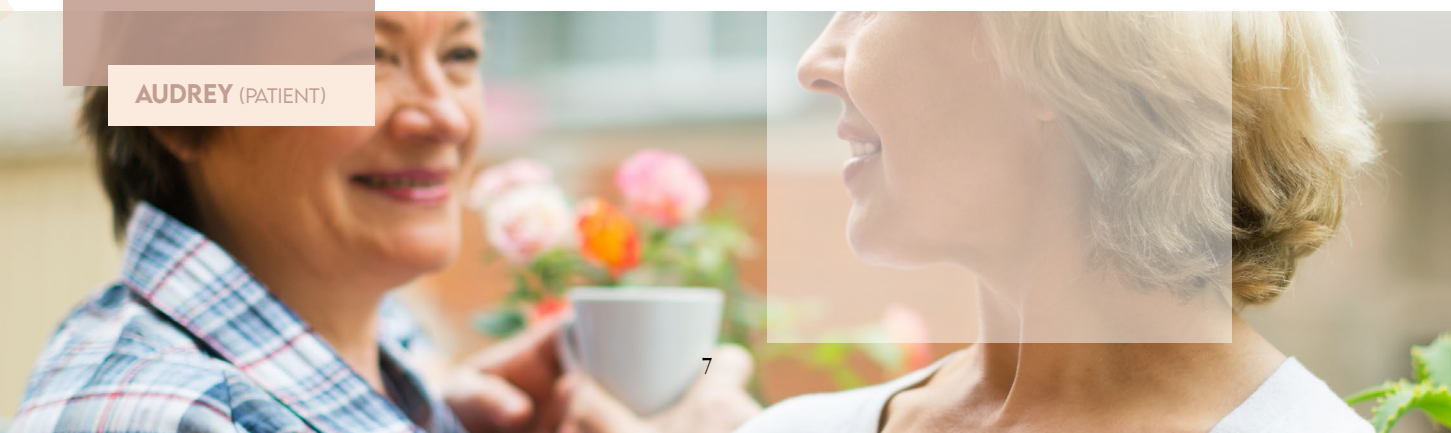


Talking with someone about other things besides cancer like sharing your day or making me laugh are small things that can make the difference.

AUDREY (PATIENT)

Even after facing this negative event in their lives, people with cancer can also report positive changes. These positive changes can be emotional, spiritual, or intellectual.

Some of the positive changes after cancer which may be felt by patients are an appreciation for the strength of your body, peace, gratitude, a shift in priorities, clarity about meaning in life and personal goals.



Stay vigilant

Have a healthy lifestyle and check for changes in your body

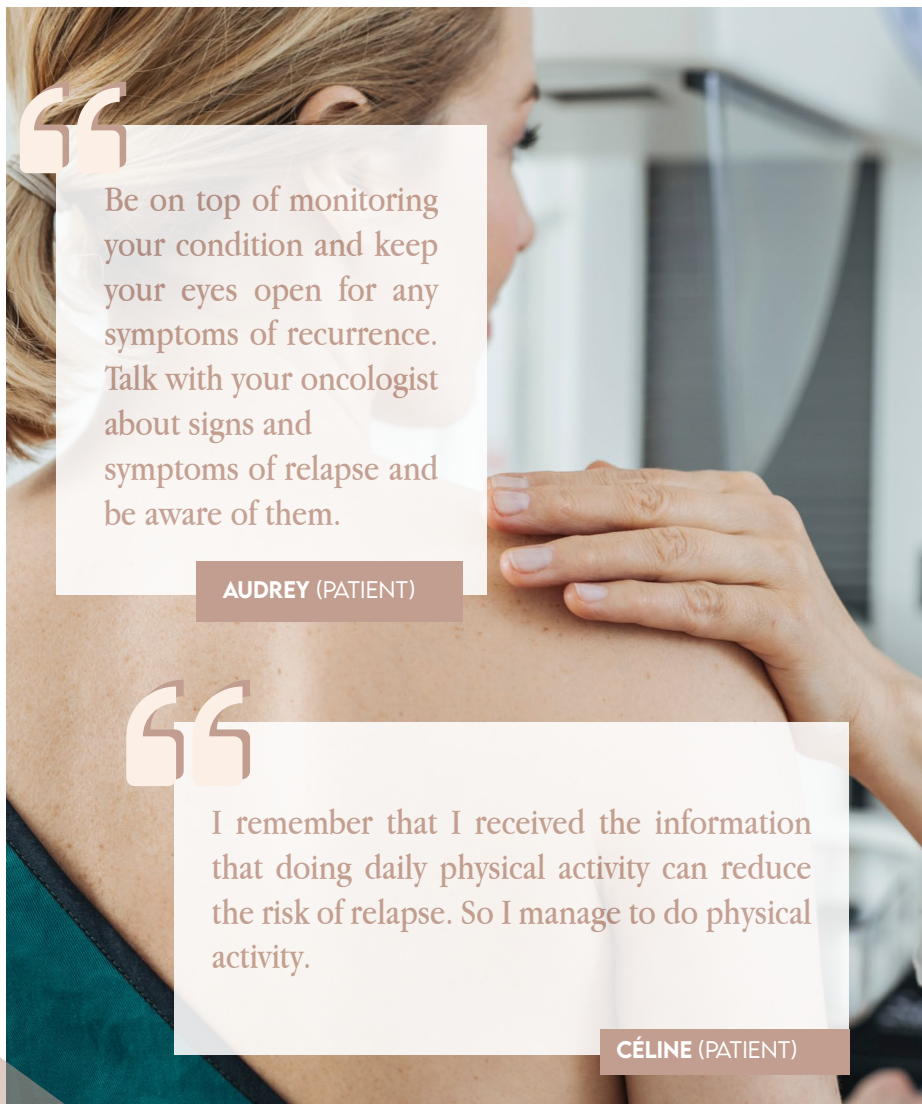
AFTER YOU HAVE HAD TREATMENT FOR BREAST CANCER, YOU MAY FEEL VERY TIRED AND EMOTIONALLY WEAKER.

It is important to take good care of yourself and get the support that you need to get back to your normal life. Eating a healthy diet and staying active can help improve your overall health, fitness and mood. Exercising and maintaining your body weight in a healthy range may also reduce your risk of recurrence.²

Also, it's still important that you **regularly check for changes to your breast and body**, so that you know what's normal for you after your treatment. This will help you detect if you have any symptoms that are unusual for you and may need further investigation by your healthcare team.

Be aware of the general signs and **symptoms in the breast but also in other body parts**. Metastatic breast cancer can cause symptoms beyond the breast area, which can include: pain or aches in your bones that are worse at night and don't get better with pain medication; weight loss or loss of appetite, for no apparent reason; bad, ongoing headaches; changes to your vision or speech; weakness in your limbs and losing your balance; an ongoing cough or feeling breathless; or feeling tired all the time.^{3,4,5}

These symptoms can be linked to many other health conditions, but it's important that you talk to your healthcare team if you notice a change that is unusual for you or if you have any symptoms that persist or are worrying you.



“

Be on top of monitoring your condition and keep your eyes open for any symptoms of recurrence. Talk with your oncologist about signs and symptoms of relapse and be aware of them.

AUDREY (PATIENT)

“

I remember that I received the information that doing daily physical activity can reduce the risk of relapse. So I manage to do physical activity.

CÉLINE (PATIENT)

02 TIPS FOR CAREGIVERS

100M

In Europe, there are more than 100 million caregivers.⁶
You are one of them.

Caring for a loved one with cancer can be overwhelming and you may experience many different feelings. Understanding the potential changes in the way you relate to specific family members and friends may help you take steps to grow and maintain healthy, mutually supportive relationships during this challenging time.

SUPPORTING YOUR LOVED ONE

As a relative or a close one of a patient affected by breast cancer, you play a key role in her life / his life.

If you are taking care of a relative or friend affected by cancer, you may have a lot of questions about cancer and what it means for your loved one and for you. You may find it difficult to face the situation, both emotionally and practically.¹¹ Each situation is specific, and will depend upon the type of breast cancer, the prognosis, and the family situation... And in how far your loved one is prepared to speak openly about the disease and ask for help.⁷

SOME IDEAS TO SUPPORT YOUR LOVED ONE

- ✓ Plan a weekend, walk in the countryside
- ✓ Plan a movie night, a nice meal
- ✓ Try a yoga or sophrology session together
- ✓ Maximize comfort, for example new soft bedding
- ✓ Stay available and be a good listener
- ✓ Offer a scarf, a skincare, a wig, or nail care product
- ✓ Offer to go to the appointment with the healthcare professional
- ✓ Suggest doing a physical activity together

“

If you are close to somebody living with cancer, instead of just asking how they are doing, **ask what you can do to help them.** This offer of help is particularly important when they have children.

AUDREY (PATIENT)

“

I have a friend that asked me right after my surgery “**Are you fine today? Okay get ready I’ll pick you up and we’ll go out**” [...]. This behavior counts more than words because we feel supported, and it helps not feeling lonely with the cancer.

ROSELINE (PATIENT)

“

You don’t need too much, just simple things such as sitting on the sofa and watching series, going for a walk with me, having a drink. **Just be present even without needing to speak.**

MYRIAM (PATIENT)

CAREGIVERS



Take care of yourself too

Care and support during this time can be a challenge. Many caregivers put their own needs and feelings aside to focus on the person with cancer. This can be hard to maintain for a long time, and it is not good for your health. The stress can have both physical and psychological effects. If you don't take care of yourself, you won't be able to take care of others.⁸

To help you find ways to take care of yourself, we have put together some tips that may be useful when considering your self-care plan:⁸

DON'T NEGLECT YOUR WELLBEING

and mental health. Take time to do things that give you strength and energy: a hobby you enjoy, a meet up with a friend or a walk in nature.

ASK FOR HELP

from other family members. You may include them in important decisions if it is too much to take it on your own.

TALK TO OTHERS

about what you're going through. It can help to share your thoughts and feelings whether with someone close to you or by joining a support group with other caregivers. It is also OK to seek professional help.

FIND TIME TO RELAX

and care for your body

BEING IN GOOD PSYCHOLOGICAL AND PHYSICAL SHAPE HELPS YOU PROVIDE BETTER QUALITY CARE.⁹



Finding the correct way to support, that suits our loved one but also us, so as not to disrupt our lifestyle.

MARGAUX (PATIENT'S RELATIVE)



As a relative, sometimes it is good to take a break. For example, doing sports or being with friends. You will have a better mindset to support your close one on their journey.

MARINE (PATIENT'S RELATIVE)



Be comprehensive and protect yourself, if you are not at all comfortable in a specific situation, there is no point in forcing yourself.

MARGAUX (PATIENT'S RELATIVE)

03 GENERAL INFORMATION ON BREAST CANCER

Breast cancer is the
most commonly
diagnosed cancer
in women.⁹



2,3M

In 2020, there were 2.3 million women diagnosed with breast cancer and 685 000 deaths globally.¹⁰

1 IN 8

In developed countries, 1 in every 8 women will develop breast cancer in their lifetime.²



Breast cancer discriminates no age: 1 in 5 breast cancers are diagnosed before the age of 50.²

MEN

Although most breast cancer cases occur in women, it can also occur in men.²

“

It's important to tell people, look at how you are and listen to yourself.

MYRIAM (PATIENT)

THE MOST COMMON SYMPTOMS OF BREAST CANCER ARE CHANGES IN THE BREAST, THE LUMP IN THE BREAST BEING THE MOST COMMON SIGN.²

It is always important to be aware of the main signs and symptoms related with breast cancer. Women and men should be alert in the case of: a lump in the breast, change in the size or shape of the breast, dimpling of the skin or thickening in the breast tissue, an inverted nipple, rash on the nipple, discharge from the nipple, swelling or a lump in the armpit, pain or discomfort in the breast that doesn't go away, skin redness, skin thickening. However, it is important to remember that these symptoms may also be caused by other conditions.²

“

If there's something unusual, you should take care and check with your doctor, even if it's scary.

CÉLINE (PATIENT)

“

You're never too young for cancer

– it is not because you look healthy that you cannot have this disease. If you think that something is not right, don't hesitate to go to your doctor.

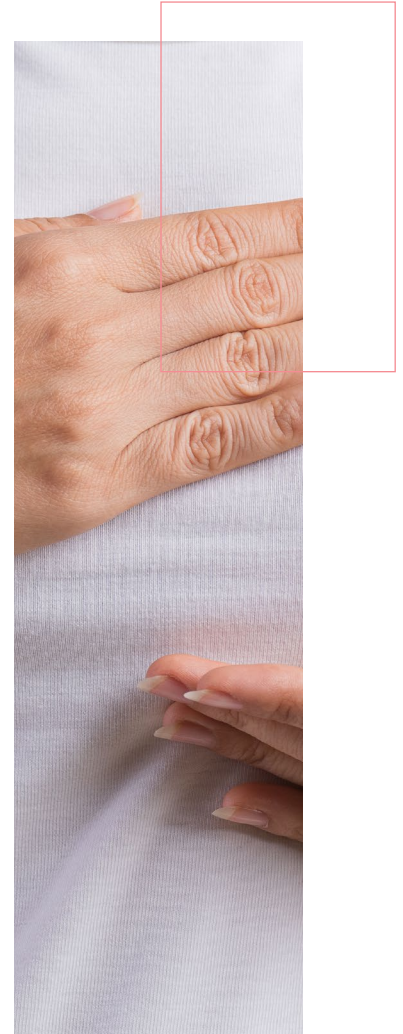
AUDREY (PATIENT)

In most cases, breast cancer is asymptomatic. Regular self-examination and mammography are essential.

Getting regular screening tests is the most reliable way to detect breast cancer early¹¹.

Check with your doctor if you are eligible and get information about screening frequency.

If you are a patient facing this disease, be an advocate and raise the awareness to the signs and symptoms of breast cancer and the importance of early detection through screening to those around you.



“

Being close to this situation made me realize I should take more care of myself. **My advice to everybody is to not forget to stay vigilant and to go to your General Practitioner or your Gynecologist and to have your check-up done frequently. Do not forget to take care of yourself.**

MARINE (PATIENT'S RELATIVE)

“

It is important to make gynecological appointments but also regular self-examination.

MYRIAM (PATIENT)

04 MORE SUPPORT AND INFORMATION



Every journey is unique

Take the time to find the support that suits you best...

TO GO BEYOND TOGETHER.

Support can also be found in other places

It's understandable that sometimes there is a lot to take in. It's important to know that you are not alone; there are many places to find information and comfort, from local support groups to Patient Association Groups and websites.

BELOW ARE A FEW LINKS TO MORE SOURCES OF
INFORMATION AND SUPPORT THAT YOU MAY FIND HELPFUL:

ESMO GUIDE FOR PATIENTS WITH BREAST CANCER

<https://www.esmo.org/for-patients/patient-guides/breast-cancer>

ASCO'S PATIENT INFORMATION WEBSITE:

<https://www.cancer.net/>

WORLD HEALTH ORGANIZATION - BREAST CANCER

<https://www.who.int/news-room/fact-sheets/detail/breast-cancer>

EUROPEAN BREAST CANCER COALITION

<https://www.europadonna.org/>

THINK PINK EUROPE:

<https://www.thinkpinkeurope.org/>

Learn more



LEARN MORE ABOUT
PIERRE FABRE'S
COMMITMENT TO
BREAST CANCER.

Check more information shared during Pink October on
Pierre Fabre's social media platforms:



References:

1. National Healthcare system (NHS). Living with - breast cancer in women.
Available at: <https://www.nhs.uk/conditions/breast-cancer/living-with/>. Accessed July 2022.
2. European Society of Medical Oncology (ESMO). ESMO Patient Guide Series – Breast cancer.
2018. Lugano, Switzerland.
3. Breast Cancer Now. Breast cancer recurrence symptoms. 2019.
Available at: <https://breastcancernow.org/information-support/facing-breast-cancer/living-beyond-breast-cancer/lifeafter-breast-cancer-treatment/coping-emotionally/breast-cancer-recurrence-symptoms>. Accessed July 2022.
4. Cancer Research UK. If your breast cancer comes back after treatment. 2021.
Available at: <https://www.cancerresearchuk.org/about-cancer/breast-cancer/treatment/if-your-cancer-comes-back>. Accessed July 2022.
5. Cancer Research UK. Symptoms of secondary breast cancer. 2021.
Available at: <https://www.cancerresearchuk.org/about-cancer/breast-cancer/secondary/symptoms>. Accessed July 2022.
6. Carers Worldwide. Carers issue.
Available at: <https://carersworldwide.org/about-us/carers-issue/>. Accessed on July 2022.1.EU-27 data. Europa Donna.
<https://www.europadonna.org/breast-cancer/>. Accessed July 2022
7. EuroCarers – European association working for carers. The essential care and cancer toolkit – coping with caregiving.
Available on : <https://www.eurocarers-cancer-toolkit.eu/coping-with-caregiving/>. Accessed on July 2022.
8. National Cancer Institute (NIH). Support for caregivers of cancer patients.
Available on : <https://www.cancer.gov/about-cancer/coping/caregiver-support>. Accessed on July 2022.
9. EU-27 data. Europa Donna.
<https://www.europadonna.org/breast-cancer/>. Accessed July 2022
10. Global Cancer Observatory - Globocan 2020.
Available at: <https://gco.iarc.fr/>. Accessed June 2022
11. American Cancer Society recommendation for the early detection of breast cancer.
Available on: <https://www.cancer.org/cancer/breast-cancer/screening-tests-and-early-detection/american-cancer-societyrecommendations-for-the-early-detection-of-breast-cancer.html>. Accessed on July 2022.





TOGETHER we can stand against
breast cancer and go **BEYOND!**