



Instructions & Guidelines

we
Women Enlightened

FOR BETTER HEALTH

A Manatee Memorial Hospital
Women's Health Initiative

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Olivia Newton-John

Olivia's Story
Love yourself enough and LIV!

Throughout my life, I have had a history of finding breast lumps during my regular check-ups with my doctor. They were always normal. But one day, I found a lump that felt different to me. The mammogram came back negative, as did the needle biopsy. But my doctor and I both had the same intuition that something was suspicious. A surgical biopsy found that I had cancer. Because I knew my body and what felt normal and what didn't, I am here today to tell you my story.

I am also happy to say that most lumps women find are non-cancerous, just as my early ones were. I have learned that being familiar with my breast tissue and knowing what feels normal is essential to breast health and now, with the help of the LIV aid, I am able to feel my lumps easier than just with my hands alone. By being aware of your breast health every month you can discover what is normal for you. Make it a habit – like exercising, using sun block or eating a healthy diet. It only takes a few minutes a month, but it can make a world of difference.

Love + health
Olivia

LIV® Breast Awareness Aid

What is breast awareness? Breast awareness is a new term that is used to describe the action of being familiar with the normal consistency of your breasts and your breast tissue, as well as checking your breast and your breast tissue for new unusual changes that may signify potential problems.

Breast awareness is now stressed as an important part of a woman's screening routine starting at age 20 until you are 50 years old as screening mammograms may not be recommended yet.

Consistency and routine are the two key words for optimal breast awareness. The more consistent your approach is to the routine, the easier it will be.

It is important to understand the benefits and limitations of breast awareness. Breast awareness is a positive action toward understanding what looks and feels normal for your breasts. Breast awareness does not replace the need for regular doctor visits and screenings, so please make sure to schedule appointments according to your age and risk factor.

There has been recent controversy about mammogram screening guidelines.

Should you get a mammogram at age 40? 50? Every year? Every two years?

As major medical groups continue to refine their breast health recommendations, it's no wonder many women are still uncertain about when and how often they should be undergoing this valuable screening for breast cancer based on their risk of developing the disease.

The first thing to understand about any guidelines, say physicians, is that they are just a starting place. For example, none of the recommendations that suggest women have mammograms less frequently apply to those who are in a high-risk category or who have already been diagnosed with cancer of any kind. Discuss the schedule that is right for you with your doctor or nurse.

Your health and wellness action steps are:

1. When you turn 40, make a breast health appointment with your doctor and discuss in detail what screening routine he or she recommends for YOU based on your personal background and history.
2. Keep informed and share what you learned with your loved ones so that they can benefit from your knowledge.

There is a Learning Curve for Breast Awareness and for Using the LIV[®] Aid.

It takes a little time to get used

to the LIV. Breast awareness is about storing, processing and comparing “breast tissue information” in the brain, so you can be aware of what feels normal. If you self-check for the first time and you use the LIV, chances are that you don't feel much. That is because the brain has no former memory about how your breast tissue feels and it has no memory how the LIV device feels on your skin. So often, the brain blanks and women don't feel anything.

Don't get discouraged! Once you use the LIV a few times and get used to it, you feel how much the LIV assists your fingers.

Why Self-Checking Matters

Throughout a woman's life, her breast tissue goes through many natural changes; such as menstruation, puberty, pregnancy, breastfeeding, menopause, and normal weight changes. There can be lumpiness, swelling, and discomfort, unique to each woman. It is important to be aware and know what is normal for you, so that you have a better chance of recognizing changes. Immediately discuss any changes with your doctor. Every woman's breasts are as unique as the woman herself, it is important to know what is normal for oneself.

When to Check your Breast Tissue

It is important to check your breasts around the same day every month! If you're menstruating, the best time is two to four days after your period has ended because your breast tissue will be less swollen. If you've reached menopause, or are experiencing irregular periods, pick the same calendar day each month.

Breast awareness is now stressed as an important part of a woman's screening routine starting at age 20 until you are 50 years old as screening mammograms may not be recommended yet.

Breast Changes to Watch

- Any new lump or hard knot found in the breast or underarm
- Any lump or thickening that does not shrink or lessen after your next period
- Any change in the size, shape or symmetry of your breast
- A thickening or swelling of the breast
- Dimpling, skin irritation or other change in the breast skin or nipple
- Redness or scaliness of the nipple or breast skin
- Nipple discharge (fluid coming from your nipples other than breast milk), particularly if the discharge is bloody, clear and sticky, dark and occurs without squeezing your nipple
- Nipple retraction: turning or drawing inward or pointing in a new direction

If you find any of these changes, see your healthcare provider as soon as possible for a clinical evaluation.

It is important to keep in mind that most breast lumps women find, like Olivia's early ones, are normal. So, don't be afraid to get to know your body and to follow up with your doctor.

It's time to LIV®.

Care and Storage

If the LIV becomes soiled, simply use mild soap to wash it, rinse with warm water and let dry. Store the LIV in its original package at room temperature. Do not expose to light and heat as it can cause the purple color of the LIV to fade. Never put the LIV into the microwave to warm the device.

Just hold the device in your hand until it reaches a comfortable body temperature.

Rarely, because of natural additives in the polyurethane film, some wax can be "sweated" out of the product. This is nothing to worry about, as it is just wax and 100% natural. The wax is used in the film to help the material glide better. Wash off with warm water and soap before reusing it.

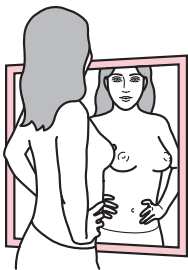
Instructions

Getting Ready

1. Allow yourself 10-15 minutes for your monthly awareness routine. Make sure you relax, take a deep breath to calm your mind and give yourself the best chance to be in tune with your body.
2. Before using your LIV, hold it in your hands for a few seconds to warm up the device and distribute the natural lubricant inside the product. The LIV works as the lower sheet of the DURAFLEX film molds to your body and stays steady and the upper sheet glides easily as commanded by your fingers.
3. Have your LIV Wellness Journal ready to review your last month's notes and to record new notes. Remember breast awareness is an ongoing experience between your body and mind and it is important to track notes.

First Look

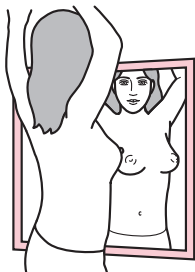
Step 1



Look into the mirror with your arms at your sides. Do you notice any change in the shape? Any swelling? Do you notice any skin changes such as dimpling or puckering or an “orange peel” look to your skin?

Now, bend your upper body slightly forward with your hands on the hips and look in the mirror again for changes. This position is also known to be helpful to possibly scope out changes that might get unnoticed just standing up straight.

Step 2

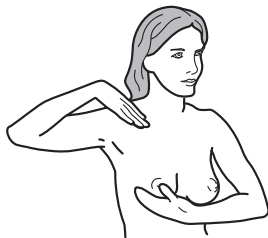


Next, look again for any changes with your arms held over your head. Does it look normal for you?

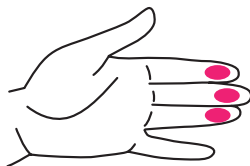
Then Feel

(Standing with your bare hands only)

Step 1



The first part of feeling your breast tissue is performed with your bare hands only while standing. Raise your right arm and rest your right hand on your shoulder as shown. This position will allow a more even distribution of your breast tissue for a more thorough inspection. Use your left bare hand and press firmly using your 3 middle fingers – your index, middle and ring finger – following the grid method, making small continuous circles with your fingers over the entire area of your breast, armpit and associated area, feeling for any lump, hardness or irregularity. Try to keep your fingers in constant contact with your skin. After you examine the right breast, repeat same steps on your left breast.



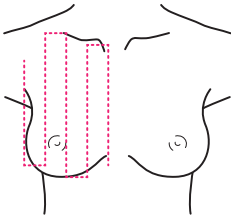
Check your breast using the pads of your index, middle, and ring fingers, not just your finger tips.

Step 2



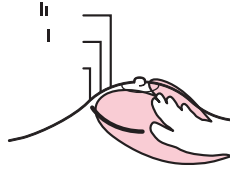
Now lay down to flatten out your breast tissue. It is best to place a small pillow under your right shoulder. Put your right arm behind your head so that you can easily check the area under your armpit. Place the LIV over the area of the breast tissue you want to check first. Glide your fingers over the LIV in a circular motion, pushing down slightly. Once you examine the entire area that is covered by the LIV, move to the next area. It is important to examine the entire breast area.

By supplementing your hands with the LIV you give yourself the best chance for good breast health.



Placing the LIV aid over the area to be examined, follow the grid method, making small continuous circles with your hand over the entire breast, armpit, and associated area. Keep your fingers in constant contact with the LIV.

When performing this process, start by pressing gently, then more firmly and, finally a little firmer still.



Repeat the entire exam 3 times increasing the pressure each time.

You should do your exam using light, medium and firm pressure.

Next, remove the pillow and put it under your left shoulder. Repeat all of the steps to examine your left breast.

By using your bare fingers and the LIV aid, you will give your sense of touch a better chance to respond to what feels normal and what does not.

Breast Health Facts

1. Breasts come in all sorts of shapes and sizes, and normally, one breast is slightly larger than the other.
2. The primary function of breasts is to produce milk after a baby is born. When it comes to breastfeeding a baby, breast size does not matter. The amount of milk produced has nothing to do with a woman's breast size.
3. Breasts get fat! As women age, breast tissue gets replaced with fat.
4. The skin on breasts is very thin. When women develop breasts in their teen years, the skin stretches out and becomes thinner. Make sure to use a moisturizer, and, for best results, use a skin care product that firms and stimulates collagen and elastin growth.
5. Every woman has nipple hair. If the hair bothers you, just wax or tweeze it away.
6. Breasts come in every size and shape and so do nipples. It is also normal for them to point in different directions.
7. Be aware— the week before and during your period, extra hormones may leave your breasts swollen, bumpy and tender.
8. Breasts go through a monthly cycle because hormones cause the breast tissue to change week by week. This is why it is so important to perform your breast awareness routine at the same time each month.
9. Over two million American women have had cosmetic surgery to enhance their breasts. Make sure to get a mammogram before you get implants!

Research shows that breast implants do not increase your risk of getting breast cancer but it may make mammography more difficult.

10. The best time of the month to schedule your annual mammogram and your clinical exam is the week after your period. Breasts are usually less swollen and lumpy. This is also the best time to do your monthly breast self-exam.
11. It is important to know that most breast lumps and breast conditions are non-cancerous. If you notice that there have been changes in your breast or nipple, report these findings to your doctors for appropriate evaluation. Most of the time it will be okay.
12. Early detection is vital for your health and treatment options.
13. Both males and females are born with breasts, but they grow and develop differently once we reach puberty. While female hormones in women promote the growth of the mammary gland and therefore the development of breasts, male hormones halt its growth. Yet, the basic anatomy remains similar.
14. Breast cancer is not just a woman's disease. Men also can get breast cancer. However, breast cancer is about 100 times less common among men than among women. For men, the lifetime risk of getting breast cancer is about 1 in 1,000.
15. Good breast health is important for women and men.

Important Information

It is very important that you understand three necessary components of a comprehensive breast-screening program.

- ♥ Breast self-examination (with or without the LIV®)
- ♥ Regular clinical breast exams performed by your doctor
- ♥ Mammograms

Breast self-examination with or without the LIV is not a replacement for a mammogram or clinical breast exam by your doctor. It is very important that you have regular clinical exams and mammograms as advised by your doctor. Report any changes found either with your bare hand or the LIV exam to your doctor for proper evaluation.

If you discover a lump, puckering or discharge during either the barehanded breast exam or the breast exam using the LIV, it is important that you see your doctor as soon as possible.

Note: This booklet was designed to be stored with the LIV aid inside the pink storage case, so you have it easily available when needed.

To learn more
visit liv.com

SPECIFIC USE DISCLAIMER: There is no guarantee that the LIV will detect breast cancer, lumps or any other breast abnormality or disease. Breast self-examination is not a substitute for regular medical examinations and are only a part of good breast health care. Clinical breast examinations and mammograms should be regularly performed by a qualified physician. Changes found during breast self-examination should be promptly reported to your physician for proper evaluation. Women with prior breast health problems or disease should rely primarily on more frequent clinical examinations by a qualified physician. Women with reconstructive surgery of the breast or breast implants should consult with their physician before using this product.

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