

Tonight

Keep abreast...

THE Pink Ribbon is considered worldwide to be an international symbol for breast cancer.

Most organization for breast cancer all over the all world use this symbol in one form or in another. Each one may be visually different and uniquely rendered but they all stand for and mean the same objective – to promote breast cancer awareness and raise funds for prevention, research, and cure.

This year, the celebration of Breast Cancer Awareness Month has special significant to Philippine Wacoal Corp. Aside from strengthening its partnership with Philippine Foundation for Breast Care, Inc. (PFBCI), Wacoal is also introducing its new “keep abreast” campaign logo which will be used for the coming years.

The pink colored loop ribbon with the words “Keep abreast” superimposed right in the middle embodies Wacoal’s commitment and support of the cause. It signifies the campaign for people to be aware and to keep abreast of the latest information regarding breast cancer.

Through the years, Wacoal has always been keen on understanding the needs of woman. Wacoal believes that wellness is an important

aspect in order to be beautiful, and the Breast Cancer Awareness Campaign is a significant move to help women in their pursuit for beauty.