

OCTOBER 2026

BEWAXED

BEAUTY | BEYOND | WAXING

BEYOND THE PINK RIBBON

*Breast Cancer
Awareness Edition*



Beyond awareness.
Towards understanding.

HAIRLESS. HAPPY. CONFIDENT.

IT'S OKAY TO Talk About It!

October is Breast Cancer Awareness Month, and this month I wanted our magazine to carry a message that is simple, but important.

Please don't be afraid to talk about it. And please don't put off getting yourself checked.

As women, we are so often busy looking after everyone else – our families, our children, our work and everything that comes with everyday life. Somewhere along the way, taking care of ourselves can easily move to the bottom of the list.

This October, I want to remind every woman reading this to make herself a priority too.

Be aware of your body. Pay attention when something feels different. Speak openly about breast health with the women around you, and keep up with the appropriate checks and screening recommended for you.

There should be no embarrassment and no silence around our health. Sometimes one simple conversation can encourage another woman to take that step she has been postponing.

At **BeWAXed**, we spend every day with women. We talk, we

laugh, we listen, and we share so many parts of life together. So this month, I want to use our little platform to say something that matters beyond beauty.

Look after yourself. Talk about it. And go get yourself checked.

Because taking care of yourself is something worth making time for.

With love,
Durga Kenny
Founder & CEO
BeWAXed



YOUR NORMAL IS Worth Knowing

- ♥ Breast awareness is not about constantly checking for something to be wrong.
- ♥ It is about becoming familiar with what is normal for your own body.
- ♥ Breasts can naturally change throughout life and may change with hormonal cycles, pregnancy, breastfeeding, ageing and other circumstances.
- ♥ The important part is recognising a change that is unusual for you.



LOOK

Notice changes in the appearance of your breasts. Look for changes in:

- ✂ Size or shape.
- ✂ Skin appearance.
- ✂ Nipple position.
- ✂ Swelling.
- ✂ Visible changes that are new or unusual.



FEEL

Become familiar with how your breast area normally feels.

A new lump or an area that feels different from the surrounding tissue should be discussed with a healthcare professional.



NOTICE

Pay attention to changes that persist or concern you.

You don't need to diagnose the change yourself.



SPEAK

If something feels different, ask.

A healthcare professional can determine whether further assessment is needed.



THE REMEMBER

Know your body. | Notice changes. | Don't diagnose yourself.
Get appropriate medical advice.



DON'T IGNORE What Feels Unusual

One of the most important parts of breast awareness is recognising when something has changed.



Possible breast cancer symptoms can include:

- ! A new lump or mass
- ! Nipple discharge that is unusual for you
- ! Persistent or unusual pain
- ! Swelling or another noticeable change

These signs can have many causes, and having one of them does not mean that you have breast cancer.

THE IMPORTANT MESSAGE IS SIMPLE:



EARLY DETECTION

Changes the Conversation

Early detection can make a significant difference in the management of breast cancer.

But early detection is not simply about one test or one appointment.



It begins with awareness.

01

KNOW

Understand your breasts and your personal risk.

04

INVESTIGATE

Further assessment may include clinical examination or imaging when appropriate.

02

NOTICE

Recognize changes that are unusual for you.

05

DIAGNOSE

If necessary, a biopsy may be used to determine whether cancer is present and what type it is.

03

CHECK

Speak with a healthcare professional.

06

TREAT

Treatment is planned according to the individual diagnosis.



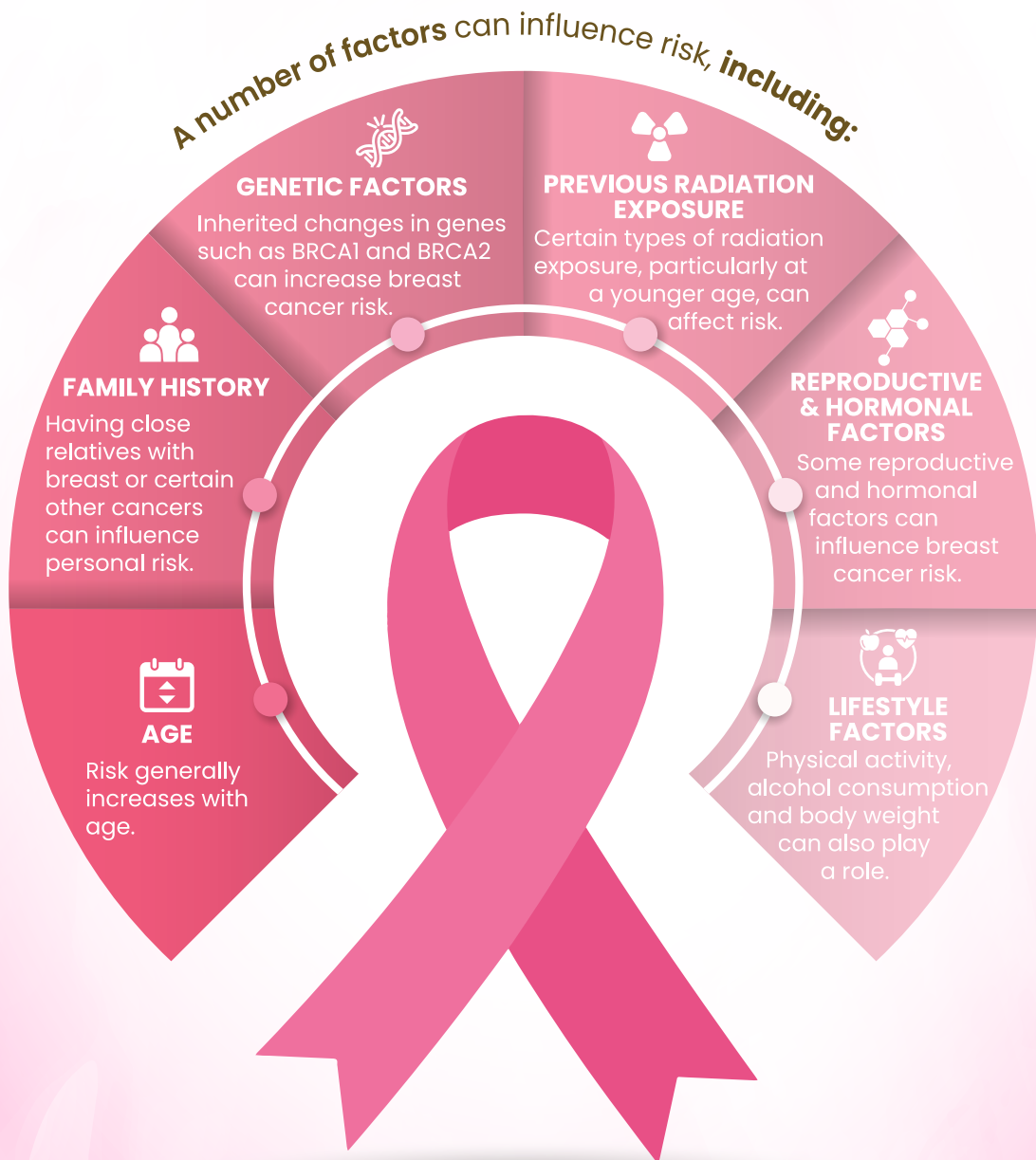
SCREENING IS DIFFERENT

- ♥ Screening looks for disease before symptoms appear.
- ♥ The appropriate screening approach depends on factors such as age, personal risk, family history and local medical guidance.
- ♥ There is no single screening plan that is right for every woman.

UNDERSTANDING RISK

Without Living in Fear

Breast cancer risk is not the same for everyone.



Risk is personal.



IMPORTANT TO KNOW

Having a risk factor does not mean you will develop breast cancer.
And having no obvious risk factors does not mean there is no risk.

WHAT HAPPENS After You Find Something?



Knowing the steps

Finding a new breast change can feel overwhelming. Knowing what **usually happens next can make the process easier to understand.**



TALK

You explain what you have noticed and provide relevant medical and family history.



EXAMINE

A healthcare professional may perform a clinical breast examination.



IMAGE

Depending on your age, symptoms and circumstances, imaging may be recommended.



BIOPSY

If an area requires further investigation, a biopsy may be performed to collect tissue for examination.



DIAGNOSE

Specialists examine the tissue to determine whether cancer is present and identify its characteristics.



STAGE

If cancer is diagnosed, additional tests may be used to determine its extent.



REMEMBER

Getting checked does not mean you have cancer.
It means you are choosing to understand what is happening in your body.

THERE IS **SINGLE**

Treatment Story

Breast cancer treatment depends on the type and stage of cancer, as well as individual circumstances.

Treatment may include one or a combination of approaches.

01

SURGERY

Surgery may remove the cancerous tissue or, in some cases, the breast.

03

CHEMOTHERAPY

Medicines are used to destroy or control cancer cells.

05

TARGETED THERAPY

Certain treatments target specific characteristics of cancer cells.

02

RADIATION THERAPY

Radiation uses high-energy treatment to target cancer cells.

04

HORMONE THERAPY

Some breast cancers are influenced by hormones and may respond to hormone-blocking treatment.

06

IMMUNOTHERAPY

For some types of breast cancer, medicines may help the immune system recognize and fight cancer cells.

WHAT HAPPENS AT A BREAST CLINIC?

Walking into a breast clinic can feel daunting.

You may arrive with a question, a change you've noticed, or simply a recommendation to have something checked.

But a breast clinic is not a place where you arrive with answers already decided.

And sometimes, the first step towards feeling less afraid is simply knowing what to expect.



THE FIRST CONVERSATION

Your appointment may begin with a conversation about what brought you there.

A healthcare professional may ask about:

What you have noticed

When the change began

Your medical history

Previous breast concerns or investigations



THE EXAMINATION

A healthcare professional may examine your breasts and the surrounding area, including the underarms.

This examination is only one part of the evaluation.

You are not expected to diagnose yourself.

THE IMAGING

Depending on your age, symptoms, history and clinical findings, further imaging may be recommended.



MAMMOGRAM

An X-ray image of the breast that can help investigate an area of concern.



ULTRASOUND

Uses sound waves to create images of breast tissue and may be used to examine a particular area more closely.



MRI

Uses magnetic fields and radio waves to create detailed images and may be recommended in selected circumstances.

Every diagnosis is individual. | Every treatment plan is individual. | And every woman's experience is different.

WHAT DOES SUPPORT Really Look Like?

When someone you love is diagnosed with breast cancer, you may not know what to say.

You don't need perfect words.

*Sometimes,
showing up matters more.*



LISTEN

Let her talk without immediately trying to solve everything.



ASK

Instead of assuming what she needs, ask: "What would help you today?"



RESPECT PRIVACY

A diagnosis belongs to the person experiencing it. Don't share someone else's medical news without permission.



DON'T COMPARE

Every diagnosis and treatment journey is different. What happened to one person may not be what another person experiences.

LIFE BEYOND TREATMENT

Recovery Is More Than Finishing Treatment

Finishing active treatment can be an important milestone, but the emotional and physical experience doesn't necessarily end there.

BeWAXed After Care Lotion

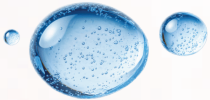
A gentle, hydrating lotion formulated with Aloe Vera Gel, 0.5% Hyaluronic Acid and Glycerin to help replenish moisture and keep the skin feeling soft, smooth and refreshed after waxing or shaving. Its lightweight formula is ideal for maintaining comfortable, well-hydrated skin as part of your daily after-care routine.

Key Ingredients & Benefits



Aloe Vera Gel

Helps soothe, refresh and hydrate the skin, making it ideal for post-waxing care.



Hyaluronic Acid – 0.5%

Helps soothe, refresh and hydrate the skin, making it ideal for post-waxing care.



Glycerin

Helps draw moisture into the skin and supports long-lasting hydration, helping prevent a dry or tight feeling.

How & When to Use

Apply a small amount to clean, dry skin and gently massage until absorbed.

After waxing:



Apply directly after the service and continue twice daily to maintain hydration and skin comfort.

After shaving:



Apply after shaving and use regularly as part of your daily skincare routine.



Soothe • Hydrate • Smooth • Refresh

LIFE BEYOND TREATMENT

Beyond October

Because awareness is not about being afraid of cancer.
It is about being informed enough to take your health seriously.

*BEYOND THE RIBBON.
BEYOND OCTOBER.
CARE SHOULD CONTINUE.*

