

pure prevention

Ask. Act. Live. To reduce breast cancer.

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PREVENTION STARTS HERE.



Whole Nutrition for Women™

LUNA and Breast Cancer Fund Launch Pure Prevention

New campaign will educate women about environmental causes of the disease and spur simple actions to aid prevention

Because only 1 out of 10 women who have breast cancer have a genetic history of the disease, what women put on and in their bodies can make the difference. Pure Prevention is a new campaign that seeks to expand on the “cure-centered” breast cancer conversation by helping women identify the environmental causes of the disease and inspiring them to make smart choices about the products they use every day.

Campaign Overview:

Pure Prevention inspires women to ask, act and live to reduce their risk of breast cancer.

ASK:

Get the Facts: Our campaign is dedicated to sharing science-based information about the environmental causes of breast cancer, such as:

- ★ In the United States, a woman’s lifetime risk of breast cancer has nearly tripled during the past four decades.
- ★ As many as half of all breast cancers occur in women who have no known risk factors.
- ★ Phthalates, a group of hormone-disrupting compounds found in some varieties of nail polish, perfumes, skin moisturizers, flavorings and solvents, have been shown to significantly increase cell proliferation in human breast cancer cells, according to an article in the *Journal of Toxicology and Environmental Health*.

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ACT:

5 Tips for Pure Prevention

We're offering women easy, everyday actions they can take towards prevention.

Tip #1: Create a Healthy Home

Make your home a chemical-free sanctuary. Reduce your exposure to harmful chemicals by choosing chlorine-free and bleach-free cleaning products.

Tip #2: Eat Smart

What you put in your body matters. Read labels and, when possible, choose organic, anti-oxidant and fiber-rich foods and hormone-free meat and dairy products.

Tip #3: Choose Safe Cosmetics

Some popular brands of personal care products contain dangerous chemicals linked to cancer and birth defects. Look for chemicals like parabens, petroleum distillates and lead acetate to identify safer products and make smarter purchases.

Tip #4: Get Outside

Enjoying the outdoors reduces stress and boosts the immune system. Let nature be a reminder to live simply, healthy and well.

Tip #5: Join the Campaign

Share your knowledge with family and friends by showing them simple, everyday steps they can take to help reduce their risk. Link them to pureprevention.org to learn more and get involved.

LIVE:

We're asking women to live actively, consciously, healthy and well by:

- ★ Joining the Pure Prevention community by following the 5 Tips and spreading the word.
- ★ Attending LUNA/BCF events like the LUNAFEST Film Festival and Bike Against the Odds.
- ★ Supporting organizations, companies and policymakers who are committed to health and sustainability.

Why It Matters:

According to the American Cancer Society, breast cancer was expected to kill more than 40,000 American women in 2005. **Yet few people know that only one out of every 10 women who have breast cancer have a genetic history of the disease.** While LUNA and the Breast Cancer Fund enthusiastically support efforts to find a cure, we believe that effectively confronting the epidemic of breast cancer includes prevention. That's why our campaign seeks to identify the environmental causes of breast cancer and encourage women to make smart everyday choices to reduce their risk.

Campaign Elements:

The campaign, scheduled to launch in September 2007 and target women ages 25-45, will include event and grassroots marketing, in-store displays, viral outreach, PR and a microsite where women can get the facts and learn tips on living free of cancer-causing chemicals. The Pure Prevention website (www.pureprevention.org) will offer information and tips and a Pure Prevention pledge to encourage women to commit to healthy lifestyles.

Partnership Background:

LUNA and the Breast Cancer Fund (BCF) have worked together since 1999, generating more than \$2 million for the nonprofit's education and advocacy efforts surrounding the environmental causes of breast cancer. As part of Pure Prevention, LUNA has created a new co-branded flavor, Berry Almond, to honor the Breast Cancer Fund and spread the word that prevention is possible.

Support for BCF has been at the core of LUNA's corporate mission, which has included collaborations on packaging, promotions, event sponsorship, sampling and dedicated events, such as the LUNAFEST traveling film festival and Team LUNA CHIX.

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About Breast Cancer Fund:

In response to the public health crisis of breast cancer, the Breast Cancer Fund identifies and advocates for elimination of environmental and other preventable causes of the disease. Founded in 1992, the Breast Cancer Fund works from the knowledge that breast cancer is not simply a personal tragedy, but a public health priority that demands action from all. To learn more, visit www.breastcancerfund.org.

About LUNA:

LUNA is more than a whole nutrition bar made especially for women, by women – it is a way of living. We believe that what we put into our bodies matters; food feeds our souls, lifts our spirits, nourishes and sustains us. LUNA, the blissfully good whole nutrition bar for women, is entirely natural and meets many of the specific nutritional requirements women need every day to maintain healthy, active lifestyles. As part of Clif Bar & Co., LUNA works diligently to reduce its footprint on the planet, from the field to the final product. For more info on LUNA, visit www.lunabar.com.

Why a Pure Prevention Campaign?

LUNA and the Breast Cancer Fund recently issued a survey to gain better understanding about women's knowledge of breast cancer prevention. This online survey polled 500 females, ages 18-60, from July 19 to 20, 2007. The results, summarized below, give insight into common misperceptions about breast cancer and prove that women are interested in learning more about prevention.

Understanding the Risk

- ✦ 75 percent of women did not know a women's lifetime risk of breast cancer is 1 in 8.
- ✦ 67 percent of women have been touched by breast cancer at some point in their lives.
- ✦ 82 percent of women know that breast cancer is the most common cancer among women worldwide.

Craving Information on Prevention

- ✦ More than half of women consider themselves educated about breast cancer, but are not aware of ways to prevent the disease.
- ✦ 87 percent of women do not feel they know how to prevent breast cancer.
- ✦ 71 percent of women did not realize 1/3 of personal care products contain at least one chemical linked to cancer.
- ✦ Only 8 percent of women are aware that plastic/vinyl is a common substance that is linked to breast cancer.
- ✦ 62 percent of women believe getting a mammogram on a regular basis reduces their risk of getting breast cancer. In reality, mammograms help detect breast cancer, but do not reduce a person's risk of getting the disease.
- ✦ 79 percent of women incorrectly think that when a tumor is spotted from a mammogram it has been growing for 1-2 years. Typically, a tumor has been growing for 5-6 years by the time of detection.

Taking Action

- ✦ Almost half of women would like to get involved in raising breast cancer awareness, but do not know of programs in their communities.
- ✦ 89 percent of women have thought about breast cancer prevention at some point in their lives.
- ✦ 61 percent of women believe it's possible to prevent breast cancer.

Environmental Causes of Breast Cancer: Research and Evidence

Excerpted from "State of the Evidence 2006: What Is the Connection between the Environment and Breast Cancer?" published by the Breast Cancer Fund

In the United States, a woman's lifetime risk of breast cancer has nearly tripled during the past four decades. In 2005, the disease was expected to kill more than 40,000 American women.¹ Yet few people know that only one out of every 10 women who have breast cancer have a genetic history of the disease, and as many as half of all breast cancers occur in women who have no known risk factors.

Overview

A growing body of scientific evidence links exposure to environmental factors, like radiation and synthetic chemicals, to an increased risk of breast cancer. An estimated 100,000 synthetic chemicals are in use today in the United States, yet we know very little about the likely effects of exposure to these chemicals.² More than 90 percent of these ingredients have never been tested for their effects on human health,³ but evidence shows they can contribute to the development of breast cancer, either by altering hormone function or gene expression. Many of these chemicals persist in the environment, accumulate in body fat and remain in breast tissue for decades.

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Key Facts

- ★ Two new articles have found that environmental exposures — in combination with genetic predisposition, age at exposure and hormonal factors — have a cumulative impact and put women at greater risk for breast cancer.^{4,5}
- ★ Women who move from countries with low breast cancer rates to countries with higher rates soon acquire the higher risk of their new country.
- ★ A major study by Tufts University scientists demonstrated the profound effects of early life, low-dose exposure to chemicals. The scientists found that exposing pregnant mice to extremely low levels of bisphenol-A altered the development of the mammary gland in their offspring at puberty.⁶
- ★ Triazine herbicides, the most heavily used agricultural chemicals in the United States, have been shown to cause mammary cancer in animals.
- ★ Synthetic agents that mimic the actions of estrogens, known as xenoestrogens, are present in many pesticides, fuels, plastics, detergents and prescription drugs.⁷ Chronic exposure to them may explain the increase in breast cancer in industrialized countries around the world.
- ★ Phthalates are a group of hormone-disrupting compounds commonly used to render plastics soft and flexible. They are found in some varieties of nail polish, perfumes, skin moisturizers, flavorings and solvents, and have been shown to significantly increase cell proliferation in human breast cancer cells.⁸

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Endnotes

- 1: American Cancer Society (2005). Cancer Facts and Figures 2005.
- 2: Carpenter DO, Arcaro K, Bush B, Niemi WD, Pang S, Vakharia DD (1998). Human health and chemical mixtures: An overview. *Environmental Health Perspectives* 106(S6):1263-1270.
- 3: Bennett M, Davis BJ (2002). The identification of mammary carcinogens in rodent bioassays. *Environmental and Molecular Mutagenesis*. 39(2-3): 150-157.
- 4: Coyle YM (2004). The effect of environment on breast cancer risk. *Breast Cancer Research and Treatment* 84:273-288.
- 5: Mitra AK, Faruque FS, Avis AL (2004). Breast cancer and environmental risks: Where is the link? *Journal of Environmental Health* 66:24-32.
- 6: Munoz de Toro M, Markey C, Perinaaz R W, Luque EH, Rubin BS, Sonnenschein C, Soto A (2005). Perinatal exposure to bisphenol A alters peripubertal mammary gland development in mice. *Endocrinology* online doi:10.1210/en.2005-0340.
- 7: National Academy Press (1999). *Hormonally active agents in the environment*. ISBN-0309-06419-8.
- 8: Kim IY, Han SY, Moon A (2004). Phthalates inhibit tamoxifen-induced apoptosis in MCF-7 human breast cancer cells. *Journal of Toxicology and Environmental Health* 67:2025-2035.

Our Commitment to Breast Cancer Prevention

Statements from LUNA and Breast Cancer Fund

Gary Erickson and Kit Crawford
Owners of Clif Bar and Company

When LUNA Bar launched in 1999, we wanted it to be more than a whole nutrition bar for women. We hoped to also support women throughout their day and in their communities. To help us with that goal, we partnered with Breast Cancer Fund. To date, in addition to placing their logo on every LUNA package, we have raised over \$1.5 million for their cause, volunteered hundreds of hours and educated thousands on the importance of prevention.

Breast cancer hits very close to home for us. Gary's mother is a survivor and many of our employees have also been touched personally by the disease. Across our company, we are committed to supporting the incredible work of the Breast Cancer Fund. Please join us in our campaign to ask, act, live to reduce breast cancer.

We are honored to continue our support of the Breast Cancer Fund and further elevate our partnership through the introduction of the Pure Prevention campaign, a collaborative effort from LUNA and Breast Cancer Fund.

Jeanne Rizzo, R.N.
Executive Director of the Breast Cancer Fund

The Breast Cancer Fund is the leading national organization focused on identifying the environmental causes of breast cancer and preventing the disease. We are pleased to partner with LUNA on "Pure Prevention: Ask, Act and Live to Reduce Breast Cancer," a new campaign to shift the "pink" paradigm, inspire action and build community to prevent the environmental causes of breast cancer.

Only 10 percent of breast cancers occur in women who have a genetic history of the disease, and science increasingly points to environmental factors in the sharp rise of breast cancer incidence. For this reason, the Breast Cancer Fund has adopted the bold mission to eliminate the environmental causes of the disease, including exposure to toxic chemicals and radiation. Through public education, policy initiatives, outdoor challenges and other innovative campaigns, the Breast Cancer Fund mobilizes the public to secure the changes needed to stop this devastating epidemic.

The background is a warm, golden-yellow gradient. It is decorated with several white, multi-pointed starburst shapes of varying sizes. In the lower half, there are intricate white floral and scrollwork patterns, including a large, prominent fleur-de-lis-like design on the right side. The overall aesthetic is elegant and celebratory.

Campaign Creative



What's your *make-up* got to do
with breast cancer?

Did you know that only 1 in 10 women who
have breast cancer have a genetic history of
the disease? Pure choices, like using natural,
safe cosmetics, can make a difference.

[learn more...](#)

spotlight

Discover our 5 Tips and learn easy, everyday
ways to reduce your risk of breast cancer.

get the facts

Read the science about the environmental
causes of breast cancer and get answers to
your questions.

take action

Join the campaign! Share your knowledge with
family and friends. Follow the 5 Tips. Attend
an event.

Website



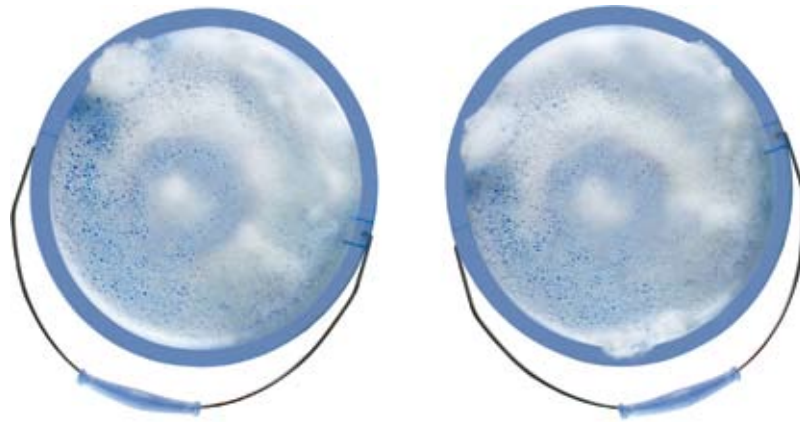
What's your *make-up* got to do with breast cancer?

Did you know that only 1 in 10 women who have breast cancer have a genetic history of the disease? Pure choices, like using natural, safe cosmetics, can make a difference. To get the facts about the environmental causes of breast cancer and learn simple ways you can ask, act and live to reduce your risk, visit www.pureprevention.org.

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Poster / Ad Campaign



What's your *cleaner* got to do with breast cancer?

Did you know that only 1 in 10 women who have breast cancer have a genetic history of the disease? Pure choices, like using natural, toxin-free cleaning products, can make a difference.

To get the facts about the environmental causes of breast cancer and learn simple ways you can ask, act and live to reduce your risk, visit www.pureprevention.org.

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Poster / Ad Campaign



What's your *breakfast* got to do with breast cancer?

Did you know that only 1 in 10 women who have breast cancer have a genetic history of the disease? Pure choices, like eating organic, natural foods, can make a difference.

To get the facts about the environmental causes of breast cancer and learn simple ways you can ask, act and live to reduce your risk, visit www.pureprevention.org.

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