

## **Superdrug becomes the first high street retailer to offer a breast checking consultation service**

Superdrug today announces its partnership with charity CoppaFeel! and will now be offering a no touch consultation on how to carry out a breast examination in all 56 nurse clinics across the UK. The aim is to educate patients on the signs and symptoms of breast cancer by having over 100,000 breast checking consultations in the first year.

The launch of these breast checking consultations comes as new research among 2,000 people conducted on behalf of Superdrug reveals a staggering 82% of women and 63% of men feel uncomfortable discussing changes in their breasts.<sup>1</sup> In response Superdrug has partnered with CoppaFeel! who have trained Superdrug nurses on how to talk to patients who attend a clinic appointment about how and when to check themselves at home.



Sophie Dopierala, Director of Education and Health Comms at CoppaFeel! said, “Our annual research shows for most women who aren’t checking their breasts, knowledge on what to look for remains the main barrier.

“We are delighted to announce our partnership with Superdrug. Using their trained nurses to encourage people on how to check their boobs or pecs will ensure we are reaching a whole new audience with the breast awareness message”

---

<sup>1</sup> 3 GEM research 2019 amongst 2,000 general population

Caris Newson, Head of Healthcare Services at Superdrug said, “We are absolutely delighted to be supporting CoppaFeel! in helping people understand how to check their breasts or pecs through offering this additional consultation within our Superdrug nursing clinic appointments. At Superdrug we know how important it is to increase the level of conversation about breast checking and equip people with the skills and confidence to regularly check their breasts.”

“Our trained nurses will be able to talk all patients through how they can carry out a self checking examination and offer them information and leaflets on regular checking. We hope this will be the start of more conversations and more checks around the UK.”

Dr Pixie McKenna, Superdrug’s Health and Wellbeing ambassador, said, “Once you know how simple checking your breasts is, it can save your life. I am so pleased to see Superdrug nurses will be taking this initiative to all patients, everyone should be able to check whether on themselves or a partner, or even talking it through with a friend - the more conversations the better!”

- ENDS -

#### About CoppaFeel!

CoppaFeel! aims to ensure that all breast cancers are diagnosed at the earliest stage possible by educating people on the signs and symptoms of breast cancer, encouraging them to check regularly and instilling the confidence to seek medical referral if they detect abnormalities. Currently 5% of diagnosed cases are already at stage IV with breast cancer being the second most commonly diagnosed cancer in women under 30 in the UK (181 new cases diagnosed and 12 deaths annually).

CoppaFeel! is the third most recognized breast cancer charity amongst young people and those aware of CoppaFeel! are 50% more likely to check their boobs regularly than those not aware (CoppaFeel! research, sample based upon 18 – 29 year olds. Jan 2019 research)

Find out more about CoppaFeel! at:

[www.coppafeel.org](http://www.coppafeel.org)

Instagram and Twitter @coppafeelpeople

Zoe Roll, Marketing & Brand Partnerships Manager  
[zoe@coppafeel.org](mailto:zoe@coppafeel.org) / [press@coppafeel.org](mailto:press@coppafeel.org)