



Press Release
For immediate release

2022 Edition of Pink Month at Epiderma

EPIDERMA MARKS THE END OF PINK OCTOBER WITH A \$14,420 DONATION TO THE QUEBEC BREAST CANCER FOUNDATION

QUÉBEC CITY, November 14, 2022 – In support of a cause that is dear to all of its members, the 30 Epiderma medical aesthetic clinics are proud to have contributed once again this year to a fundraising campaign for the Quebec Breast Cancer Foundation (QBCF). No less than \$14,420 was raised and donated to the foundation as pink October, breast cancer awareness month, came to a close.

While Epiderma staff members contributed to the QBCF's awareness and fundraising efforts for the 15th year in a row, to date, \$99,100 has been raised during Epiderma's Pink Month, held through the annual breast cancer awareness month recognized here and around the world. One of Epiderma's goals is to enable all women to feel good about themselves by contributing to their overall health and well-being.

"Supporting the foundation's mission is a natural fit for us. The research, support services and educational activities to which our donations are allocated contribute to the well-being of many Québec women," says **Jacinthe Blais, President and Chief Operating Officer of the Medicart network**. This is why throughout the month of October, for each laser hair removal, cellulite, body contouring and microdermabrasion package sold, Epiderma clinics donated \$20 to the QBCF.

For more than 25 years, more than 250,000 hours of medical research through 70 research projects, 30 community support projects, an online support service and an educational program have been funded through the QBCF.

"More than ever, people affected by breast cancer and their families need help and support. The Quebec Breast Cancer Foundation's mission is to support them by offering free support services throughout Québec. Being able to count on the support of the Medicart/Epiderma network year after year for the past 15 years is heartwarming and allows us to focus on our goals," adds **Karine-Iseult Ippersiel, President and CEO of the QBCF**.

In Canada, breast cancer accounts for an average of 25% of newly diagnosed cancers. Approximately 6,900 women are diagnosed with breast cancer each year. Of these, 1,350 will die from the disease. Women between the ages of 50 and 69 are the most affected by this cancer. Breast cancer is most common in pregnant women. Among men, 270 Canadians will be diagnosed with breast cancer, and 55 of them will die from it.

In benefit of:



Fondation
cancer du sein
du Québec

About Medicart

Medicart was created to offer consumers the most complete range of beauty and wellness treatments. It is delivered in a safe and accessible manner by experienced health care professionals and technicians under one multidisciplinary banner. Medicart aims to bring together various categories of complementary clinics specializing in dermatology, phlebology and aesthetic medicine. Medicart owns the network of 30 Epiderma clinics in Quebec, boasting a clientele of more than 350,000 people who have benefited from more than 3 million treatments since 2000, and 7 Medicart clinics in Quebec and Ontario with nearly 60 years of expertise in aesthetic medicine, dermatology and phlebology.

For more information: medicart.com

About Quebec Breast Cancer Foundation

The Quebec Breast Cancer Foundation is the only philanthropic organization that ensures that the benefits of its investments in breast cancer research are invested here in Québec. For more than 28 years, it has raised more than \$61 million, which has been distributed in Quebec for the benefit of cutting-edge research and to defend the interests of people living with breast cancer and their families. Through research and innovation, support, and awareness, it places people with breast cancer and their families at the heart of its mission. Researchers, volunteers, employees, donors and families, all bound by the same hope: A future without breast cancer. Follow its news on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

For information and media requests:

Cedrik Verreault

cverreault@catapultecommunication.com

(581) 745-1499