

PRESS RELEASE
For Immediate Release

2023 Edition of the Pink Month at Epiderma

Solidarity and Commitment: Epiderma Clinics Raise \$13,380 for Breast Cancer Fight



Photo (from left to right) of Marie-Pier Frenette, Vice President of Marketing for the Medicaart / Epiderma network, Louise Levesque, Director of Communication and Marketing at QBCF, Gisèle Umurungi, Partnerships Advisor at QBCF, Elizabeth Duguay, Marketing Advisor for the Medicaart / Epiderma network, Karine-Iseult Ippersiel, President and CEO at QBCF, Catherine Bourdon, Community Initiatives Manager at QBCF.

QUEBEC, November 21, 2023 - Once again this year, the 30 Epiderma medical aesthetic clinics participated in the fundraising campaign benefiting the Quebec Breast Cancer Foundation (QBCF). At the conclusion of Pink October, the month dedicated to breast cancer awareness, a significant sum of \$13,380 was collected and donated to the Foundation.

Over the past 16 years, more than \$112,480 has been raised for this cause by Epiderma clinics. This achievement reflects the ongoing commitment of the staff. Moreover, this accomplishment aligns perfectly with one of Epiderma's primary objectives: to promote the well-being and overall health of women, by contributing to their personal development and self-confidence.

"This partnership is a source of pride for us and naturally fits into our approach aimed at the well-being of Quebec women, whether through research, support services, or educational projects," emphasizes Jacinthe Blais, President and Operations Manager at Medicaart. Throughout the month of October, Epiderma clinics donated \$20 to the QBCF



for each package sold, whether it was for laser hair removal, cellulite treatments, body contouring, or microdermabrasion.

For over 29 years, more than 70 research projects and numerous community support projects, an information line operated by peer supporters, and an education and awareness program have been funded by the QBCF.

'At a time when people affected by breast cancer and their loved ones are in greater need of support, the Quebec Breast Cancer Foundation is committed to helping them by providing free support services throughout Quebec. The ongoing commitment of Medicaart/Epiderma over the past 16 years deeply touches us and allows us to fully dedicate ourselves to achieving our goals,' says Karine-Iseult Ippersiel, President and CEO of the QBCF.

In Quebec, one in eight women will be diagnosed with breast cancer in her lifetime, and one in 34 will die from it. About 7,000 women are diagnosed with breast cancer each year, and of these, 1,350 will die. Women aged 50 to 69 are the most affected by breast cancer, but it is the most diagnosed in women aged 30 to 49. In 2022, in Quebec, an estimated 70 men were diagnosed with breast cancer, and there were 10 deaths due to this disease

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About Medicaart

Medicaart was established to offer consumers the most comprehensive range of beauty and wellness care. These services are delivered safely and accessibly by healthcare professionals and experienced technicians under a multidisciplinary banner. Medicaart aims to bring together various categories of complementary clinics specializing in dermatology, phlebology, and aesthetic medicine. Proud of a clientele of more than 350,000 people who have benefited from over 3 million treatments since 2000, Medicaart owns the network of 30 Epiderma clinics in Quebec and 9 Medicaart clinics in Quebec and Ontario.

More information: [medicart.com](https://www.medicart.com)

About the Quebec Breast Cancer Foundation

The Quebec Breast Cancer Foundation has been placing people affected by breast cancer and their loved ones at the heart of its mission through research and innovation, support, and awareness for over 29 years. The QBCF has raised over \$64 million, which has been distributed in Quebec for cutting-edge research and to defend the interests of people affected by breast cancer and their loved ones. Researchers, volunteers, employees, donors, and families, all united by the same hope: a future without breast cancer.



[Website of the Quebec Breast Cancer Foundation](#)



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