



## Breast Cancer Awareness among Bahawalpur Women through Art and Design

Maria Ansari<sup>1</sup>, Farjad Faiz<sup>2</sup> & Shumaila Qureshi<sup>3</sup>

<sup>1</sup>Assistant Professor, University College of Art and Design, the Islamia University of Bahawalpur,  
Email: [maria.ansari@iub.edu.pk](mailto:maria.ansari@iub.edu.pk)

<sup>2</sup>Lecturer, University College of Art and Design, the Islamia University of Bahawalpur,  
Email: [farjad.faiz@iub.edu.pk](mailto:farjad.faiz@iub.edu.pk)

<sup>3</sup>Visiting Lecturer, Fine Arts Department, Sadiq Women University of Bahawalpur,  
Email: [qureshitara9@gmail.com](mailto:qureshitara9@gmail.com)

### ARTICLE INFO

#### Article History:

Received: December 25, 2024  
Revised: January 22, 2025  
Accepted: January 23, 2025  
Available Online: January 27, 2025

#### Keywords:

Breast Cancer, Awareness, Bahawalpur, Symptoms

#### Corresponding Author:

Maria Ansari

#### Email:

[maria.ansari@iub.edu.pk](mailto:maria.ansari@iub.edu.pk)



### ABSTRACT

Breast Cancer is a jeopardy disease now a day. It is not a disease of females; males are also suffering from this disease one out of every nine women and one out of twenty men are at risk of breast cancer. In Pakistan, it increases day by day due to lack of awareness. This study was led to assess the role of awareness among the young girls and boys. The main purpose of the study was aware the male and female about the disease that they can save their selves from the risky factors. The universe of the study of Bahawalpur District and population was the person who had completed their probation period. This was a qualitative study using probability method for selecting respondents and interview schedule was used for data collection and data was analyzed through SPSS. Result indicates that awareness can save the person from the disease. Self-examine method and awareness sections are not accessible commonly. Furthermore, there are not proper examine station available in every health care centers. More studies are advised in this disease and there is need to establish more centers to education the young male and females about the method of self-examine which could save them from risk factors.

## Introduction

The research report contains the historical features and the thoughts connected to perception of the breast cancer in the world and specifically in Bahawalpur region. The breast tissue tumor (a

mass of irregular tissue) is called breast cancer. Most of the breast disease start in the milk containers veins (intraductal cancers); nevertheless, sometimes it begins in the milk pods or lobes (lobular cancers). This disease become more communal in women and rare in men. More than 2 million new cases were observed in 2018. Gradually it is increasing in Pakistan. 1 woman out of 9 in Pakistan is at on risk of being diagnosed with this dangerous disease. The impact against the early investigation, culture, religion and psychosocial features of this disease is not well recognized yet. The present qualitative study scrutinized the experiences and strategies of patients affected by this vary disease in connectivity to its influence on their corporeal and psychological fitness, family issues and religious rituals. This disease directly affects the emotional health of the patients and they feel themselves isolated. In other words, it has negative impact on their social life. Family support can play significant role for the stability of the adverse effects of chemotherapy and most important financial concerns (Solbjør, 2008).

## **History of Breast Cancer**

### **Cancer with Olden Time**

Human beings know about breast cancer for an extensive time period. Breast disease might be pointed accurate back to primeval Egyptian civilization, the initial documented cases defined on the 1600 BC, Edwin Smith Papyrus. In this recorded medical information dates back to 3,000 to 2,500 B.C.E. In around 1600 BC the very first diagnosed of sort of cancer was the evidence of breast cancer recognized in Egypt. In 1860, an ancient medical text, The Edwin Smith Papyrus found from an Egyptian tomb, according to historiographers, this papyrus has been written in the Egyptian Pyramid in the age of Old Kingdom (3000 to 2500 BC). Even though no body known the author yet it is supposed that the book contents denote the teachings of the oldest known doctor of medicine Imhotep, the ‘patriarch and sage of primitive medicine’, who existed in the 13th century BC. J.H. Breasted (1865–1935), the late dean of the Oriental Institute of the University of Chicago, interpreted and made commentaries on this papyrus, he described almost eight cases suffered ‘tumors’ in the breast. One papyrus suggested applying a bandage made from cow’s brain and wasp dung to cure tumors for four days (Jones, 1931).

### **5000 years ago, the transitory explanation, written by a ‘modern’ contemporary**

“Bulging tumors on the breast mean the existence of swellings on the breast, large, spreading and hard; touching them is like touching a ball of wrappings; or they may be compared to the unripe hemat-fruit, which is hard and Coll to the touch like the swellings on the breast.”

In first century, the doctors experimented with surgical method to treat cysts and lumps in the breast. At that time, it’s said, that a breast cancer has connection with the end of menstruum. This viewpoint may have concern with Cancer in older age.

All over the pre-Christian era, the breast cancer treatment was associated with the appeals for help from the Gods. Breast removal was considered as punishment so that in rear cares breast surgery performed consequently, they didn’t have definite treatment in that period (Littre, 1839).

### **Cancer with Middle Time**

A manmade medicine always has lacking; human is driven to search for assistance and relief from paranormal powers. In history, Asklepios, the God of healing. ASKLEPIOS (Asclepius) was God

**of Medicine.** He was also the patron god, and famous as ancestor of the Asklepiades (Asclepiades), the primeval association of doctors. Asklepios was the son of Apollon and the Triikkaian (Triccaean) princess Koronis (Coronis).

In the starting of the Middle Ages, medical development was tangled with new spiritual theories. According to Christians, operation was cruel treatment to cure an illness. Meanwhile, Islamic doctors reviewed that Greek medical texts could be proved beneficial to learn how to cure breast cancer (Hildanus, 1957).

### **Cancer with Renaissance Time**

The renewal of surgery activated in Renaissance times. The doctors began to exploring human physique. Lumpectomies were also accomplished by surgeons of that time, nonetheless anesthesia was not introduced until now. According to renaissance, surgeons had to be fast and accurate to be effective (Sakorafas, & Safioleas, 2009).

### **Philosophies related to the Reasons of Disease in antique**

In any era, nobody knows that what reasons behind the breast cancer? Investigation about the disease is not completed up till now. Various primeval theories were too long since fallen by the wayside. For example, in the Earliest Greeks, people assumed that disproportions of human body humors (solutions, particularly black bile) were the main cause of breast cancer.

However numerous notable theories have quiet strong impact on current thoughts. By the remnants of primary views that are left behind, today the common breast cancer myths still alive. Between the 17th and 18th centuries, numerous possible causes of breast cancer were submitted:

- Any kind of injury to the breast
- Viral infection
- Lymph glands Obstructions
- over-indulged or suppressed sexual desires
- Milk left in the ducts of the breast and change in curdled
  
- Wear very tight cloths, this theory molded the source of the bra myth

In 19th century, the desperateness of unawareness increased to a wave of mental philosophies for example surgeon John Rodman's weird recommendation that breast cancer was just the apprehension of cancer.

It was not till the middle of the 21<sup>st</sup> century; when DNA (it is the part of every cell that contain inherited evidence on cell development, partition, and purpose) discovered and researchers could finally initiate to realize the part of inheritances in breast cancer.

### **Primeval Natural Remedies for Breast disease**

Some of the natural remedies were used throughout history for treatments of the breast cancer include:

- Prayers and rites to the Gods (Greeks and Egyptians)
- Removal of humors (Ancient Greece)

- Cauterization
- Tranquillizer
- Arsenic
- sulfuric acid
- Licorice, the dried root of a Mediterranean plant
- Use of Castor Oil
- Salves and Balms

### **Globally Breast Cancer Awareness**

In the month of October globally breast cancer awareness campaigns are conducted for the young male and female by the different medical institutes, brands, companies, Organizations and NGOs. They conducted the various live sessions of survivors of breast cancer, doctors, teachers, renowned personalities and motivational speakers. Mostly pink colour use for the campaign.

### **Psychosomatic depiction of pink**

In 1890 Italian designer Elsa Schiaparelli, the inventor in the creation of the new pink and aligned with the art movement of surrealist. New diversity of the colors created by her, now a day it is called shocking pink, it made with the blending of Magenta and a very little amount of white (Simms, 2019).

Pink is a soothing tint it can be related with love, kindness and femininity. All things of womanly and girlish immediately associate with a color pink. The main reason is that pink is a more definite and striking color, it's also more appropriate for the males.

In our surroundings pink color signifies the womanliness and amorousness. It makes feel established and encourages. It is also interrelated with ingenuousness and uncertainty. It symbolizes that all is well in the universe and there is no any representation of threaten or frighten around us (Harvey, & Strahilevitz, 2009).

Human body energy indicates in many different ways like Chakras or energy centers. In chakras energy of the body is declared with seven diverse colors. Rachelle Terry, Aura interpreter describes pink auras represent the center of the chakra, hence it can also be mentioned that anyone lives from the heart and demonstrate gentleness, love and passion.

Spiritual connotation of diverse Pinks:

**Pink:** This color refers to affection and harmony. It is also signifying the maturity, womanly and spontaneous

**Pink Blush:** This is a skin tone similar pink color. The flash tint has fleshly and sensual associations. It represents harmlessness, in the same time it symbolizes the lack of energy and passion.

**Pink Salmon:** Pink Salmon has created with a little touch of orange color in pink. This color exemplifies the shy lover and also the favors coquetry.

**Pink Orchid:** This is a rare lilac pink and communicates to the unusual and the singular expression with the sense of ownership. It is very unconventional.

**Pink Fuchsia:** It is created with the mixture of blue and dark tone of pink. Fuchsia stimulates Self-confidence, Safety and Adulthood. It's also shown the controlled and responsible parenting skills and love with children.

**Deep pink:** Deep pink motivates a more sensual love, passionate and frisky. It also conveys warmth, love for life and cheerfulness.

### **Pink Health and Healing**

Pink people easily give too much of their energy to those around them, leaving them physically as well as emotionally drained. People on this ray need to keep their bodies well-nourished with this color, along with red, peach and orange, to keep their strength up. Pink is both warming and soothing so it works well as a muscle relaxant. Emotionally warm by nature, pink people may, nevertheless, feel the cold physically. Pink people, men as well as women, may suffer from hormonal deficiencies and problems around the area of reproduction. Rose quartz and other pink stones concentrate the pink ray; so does the essential oil of the rose flower. Love is the primary healing force. Pink works deeply in helping a person to overcome difficulties in their relationship with a parent - most particularly the mother. It also helps those suffering from low self-esteem and feelings of loneliness and sadness. It promotes self-acceptance and respect, and alleviates feelings of irritation and hypersensitivity. Pink sheets, clothes and furnishings all play an active part in the therapeutic role of this ray.

### **Pink Symbols**

- **Pink wrappings for babies:** childhood and love
- **Pink roses:** romance
- **Pink champagne:** celebration, gratitude
- **Pink elephant:** unreality
- **Pink for a girl:** feminine qualities of intuition and sensitivity
- **Peachy-pink fruits:** soft and velvety, easily bruised, sweet and delicious
- **Rose quartz stones:** feminine, gentle, soothing
- **Coral-pink gemstones:** physical support and protection
- **Pink tourmaline:** tranquility, male-female balance
- **Peachy-pink complexion:** health and beauty
- **In the pink:** general well-being
- **Think pink:** bring yourself good fortune
- **Rose-colored spectacles:** lack of realism

### **Purpose of Ribbons**

Awareness ribbon can see all over but people may not be aware the quantity of these ribbons, all has the different colors and patterns they represent. The major purpose of the ribbons is to eliminate an infection and support the fight of a beloved is the only purpose behind these ribbons. Thus, all the small or big efforts describe that how we can bring a stage nearer to the necessary goal line. In the medical field, it's essential to have an understanding, loyal and caring network of contacted persons that understand and visualization the struggle.

Wearing ribbon is a sign of awareness, but there are also various others methods to express the carefulness for a reason. Such as, Breast cancer is a very common health cause among the women

that is supported with pink ribbons around the world so that many awareness movements share the pink color.

### **Pink Ribbon for Breast Cancer**

Now a days pink color ribbon becomes one of the most commonly familiar sign and publicizing gears for breast cancer. The color band provides wisdom of communal and has twisted breast cancer into a theme of collective discussion rather than a disgraceful undisclosed. Annually, approximately one point two million females are identified with breast cancer (Sulik, 2010).

### **Major Causes of breast cancer**

- Anxiety, depression and Stress
- History of infected in family
- Genetic Problem

### **Symptoms and Signs**

Mostly females, initially a lump in the breast appears and converted in breast cancer. However, many other symptoms and signs are also noticeable.

- The breast size and shape can change.
- A skin of the breast from any particular area can change.
- The breast skin can be dimply or wrinkly.
- Lump or any thickening appears inner side the breast.
- Any type of liquid and bile release from the nipple.
- Nipple or its surrounding becomes red with rashes.
- Overturn the nipple in breast
- Arms and it upper parts can swell
- The armpit can swell.

### **Breast Self-Examination method**

Two main steps to Self-Examination the breast:

- Observing
- Sensitivity

### **Locate a room or place where you feel comfort**

1. Take a large mirror and stand in front of it; check right and left both breasts if you feel anything unusual for example any liquid release from the nipples or folding, lumpiness or scrabbling of breast surface.
2. Examine carefully in the looking glass, fastener the hands behind the head and press the hands frontward.
3. After that, give the pressure with your hands inflexibly on the hips and bow marginally near the mirror as pull the shoulders and elbows frontward.
4. Raise left arm. Use three or four fingers of the right hand to explore the left breast firmly, carefully and thoroughly. Start from the outer side; press the flat part of the fingers in small circular form, move the fingers in the circles slowly around the breast. Progressively work towards the nipple. Be sure to cover the entire breast. Carefully examine the area

- between the breast and the underarm. Check the underarm also in same pattern. Any unfamiliar swelling, pain, hardness or scare under the skin immediately reports the doctor.
5. Softly press the nipple and look for a discharge. Repeat steps four and five on the other-side of the breast.
  6. Lie down and repeat steps number four and step number five. Straight on the back with left arm over the head and place a towel or any pillow under the left shoulder.

This position squashes the breast and makes it easier to examine. Repeat the exam on your right breast. Use the same circular motion defined previous.

### **Observe the breast**

There are the following changes ever one must observe in the breast:

- Deeply observe any changes in the shape and size of the breast.
- Appearance of creasing, puckering and dimpling on the skin of breast.
- The nipple direction changes or started to pull in.
- The milky and clear discharge is normal observe any abnormal expulsion from the nipple.
- Swelled veins appears on the particularly area of the breast.
- Any red or black spots or skin changes stand out on the breast or nipple.
  
- Feel the thickening.
- painful swellings in any shape
- Hard lumpy areas feel in nipples and surroundings.
- Stubborn pain or soreness in the breasts feels.

Any new changes you never observe before find must be examined by the physician.

### **Diagnosis**

The easiest way to identify the change is self-examination. It is very easy, cheap and diagnosis timely. After determine any change clinical examinations must proceed and Screening and mammography can also help in initial diagnosis. This three stages diagnosis methodology has carried about noticeable changes in the initial recognition breast cancer symptoms in the men and women. In Sweden and United Kingdom, many men and women identify with cancer registries and becomes the witnessing a breast cancer. In breast examine mammography in specific is said to be as safe sample of an impeccable screening test. It is possible with extraordinary specificity, sensitivity, reproducibility, negative predictive value particularly in the fatty breast and feasibility. (Malik, 2002).

### **Risk**

All women and men have jeopardy of developing the risk of breast cancer. There are numeral reasons that place any woman at a more risk. These are following:

- Family history, mothers, sisters or aunts have had breast cancer, those people have an increased risk of emerging the disease in women and rarely in men.
- Women and men grow older, chances of developing breast cancer increase.
- Slightly higher chance of developing cancer in the other breast those women who have already had breast cancer.

- Early periods before the age of twelve increase the chances of breast cancer.
- Late menopause, after the age of fifty increases the risk of breast cancer.
- Those women are also on risk who don't have children and those who giving birth after thirty as well as women who don't give breastfeed to their children.
- Overweight can be a cause.
- Inactive lifestyle of male and females.
- Drug addiction like Cigarette, Sheesha or cigar smoking and alcohol intake has been related with the danger of emerging breast cancer.

### **Mammography and Screening**

Mammography, it is an extraordinary type of radiational test only for the breast. This test provides further evidence related with the breast tumor or lump.

The key for early detection is screening mammography as it can mention very small malignant tumor, even before it can be sensed. At an early stage diagnosing breast cancer can help to start dealing with the disease initially and decrease expiries from breast cancer. After the age of 40 years start screening mammogram yearly and remain as long as a man and woman are healthy.

### **Threaten characteristics**

When woman is getting older, the risky aspects for breast disease increase. Usually, women who cross 50 years or older found the signs of disease. It can happen in the children but it is very rare. If children have tumors in their breast tissue on the time of their birth, they are normally called fibroadenomas. It is a kind of tumors so before the age of 20, breast cancer is very rare. In medical history less than 0.1 present cases recorded of all breast cancer occur in kids or adolescents. It can be seen in age after twenty and thirty. Meanwhile in this age group diagnosis can be difficult cause of regular screening prohibited for youngster.

After the age of seventy is frequently slow-growing however the ratio of breast cancer between elder than sixty-five years of age is one point seven times increase than the percentage for women age between forty-five to sixty-five years and ten times developed than for women earlier age of forty-five.

Only females are not suffering from this disease, male can also diagnosis from breast cancer. According to USA medical report, roughly one out of hundred male diagnosed breast cancer every year. Approximately two thousand six hundred and fifty men are diagnosed with the disease in 2021 and about five hundred and thirty men are died from breast cancer. In males, breast cancer can develop in any time of life however many cases happen in elder men, among the ages of sixty and seventy.

### **In Pakistan an Overview of Breast Cancer Awareness**

Pakistan entered in those countries who has the uppermost ratio of diseases related with breast. In Pakistan, yearly around 90,000 cases of breast cancer are recorded.

For the awareness and educate the people about the precaution of the disease Pakistan is trying to launched awareness movements with the association of various trademarks to attract the people, people related with different organizations try to educate women for examine their own selves and conscious about the illness and its later circumstances (Sohail, & Alam, 2007).

The clothing brand Sana Safinaz delivered statistics related with the responsiveness of breast cancer on public media in 2016. The tomb of Quaid-e-Azam turn pink with the lights in 2016. Another clothing brand Nishat Linen launched the campaign PINKTOBER in 2018. In 2019 the whole month of October, PTCL (Pakistan Tele Communication) also launched breast cancer awareness campaign. 2020, International renowned food chain KFC organized live session on digital media. Different private banks like Sindh Bank, The Bank of Punjab and other private companies like Pearl Continental hotel Peshawar light up with pink color to admit the risk of breast cancer in 2021. Famous clothing brand Generation launched their apparel collection in 2021 with the name of "Parday mein Parwah". Khaddi, home textile brand distributed the brochures with their products in 2022 related with the awareness of breast cancer. Newly launched apparel brand Lulusar also launch their awareness sessions on Instagram last year in 2022 (Saeed, Asim, & Sohail, 2021).

### **An Overview of Breast Cancer Awareness in Bahawalpur**

Bahawalpur is the largest city of the Division. Formerly, it was the capital city of the State of Bahawalpur. It is situated at a small distance from the left bank of the river Suraswati also called Ghaghra River. The city is connected with other parts of the country through road, rail and air.

Bahawalpur is one of the few cities of Pakistan which has oncology institute and hospital with the name of Institute of Nuclear Medicine & Oncology (BINO). BINO arranged the different awareness session for faculty and students of colleges and universities in Bahawalpur. Rather than BINO other health and medical organizations and different NGOs are also arranged the awareness campaigns in Bahawalpur Region.

The following research points established in the framework of region of Bahawalpur.

1. To observe efficiency of the psychotherapy regarding the realization of breast cancer.
2. To explore awareness campaigns impact.
3. To what extent these awareness campaigns are effective.
4. To identify the social acceptance of breast cancer awareness campaigns.

The main source of their better awareness is their educational grooming and further life practices; most of the contributors was elderly above forty to sixty years, and it could be their lagged social link that perhaps it can made the women able to deliberately talk about the breast cancer with their support system and age group. There is an alternative option that the observation of marital women might have been formed by the attitudes of her partner and theories towards breast cancer.

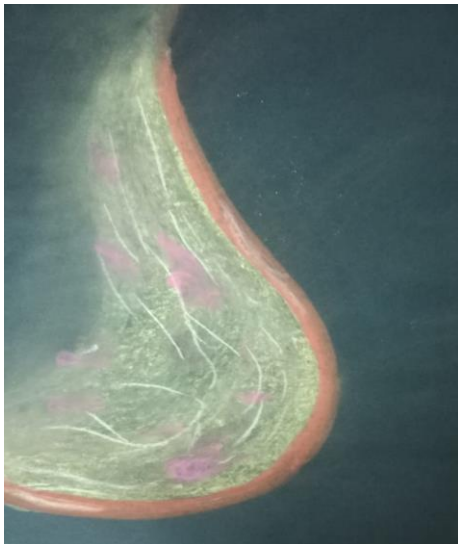
Our research proposes that patients belong from Pakistan with breast cancer, in contrast of the correspondences in western countries, still currently a comparative progressive phase of ailment at the time of diagnosis. In order to expand the consequence of these patients, it is important to recognize causes behind late demonstration and taking suitable educative procedures. There is excessive requirement to scrutinize all probable resources to achieve the outcomes similar to those gained in the western countries. Struggles in general teaching to improve awareness may be maximum satisfying (Menhas, & Umer, 2015).

The research achieves that while the occurrence of breast cancer is high in Pakistan, an operative communal alertness and screening campaign can lead to improved diagnosis, primary detection

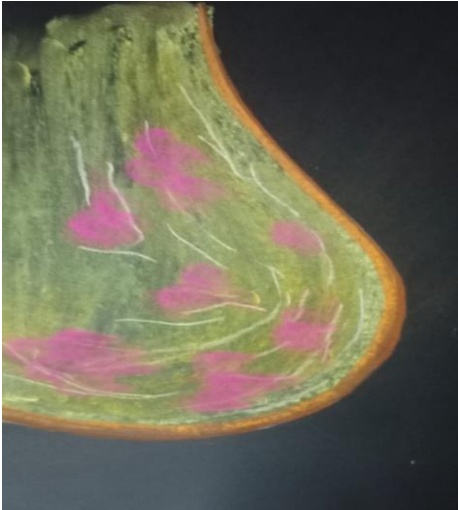
and later better survival from an otherwise harmful disease. Thus, in order to tackle the frightening upturn of breast cancer, educational and screening programs should be highlighted and organized more often predominantly for under privileged and less educated feminine inhabitants. Furthermore; a common exercise to record all the diagnosed cases of breast cancer should be announced all over the country, among all the civilizations or competitions and socioeconomic classes to observe the role of ecological influences and hereditary capriciousness in contributing to high incidence. This could not only help to clarify the most critical risk factors but devise improvised monitoring and supervising programs at the national level (Masood, Saleem, Hassan, Sadeeqa, & Akbar, 2016).



**Figure 1.** Drawing of Ultrasound image of Breast (Maria, 2022).



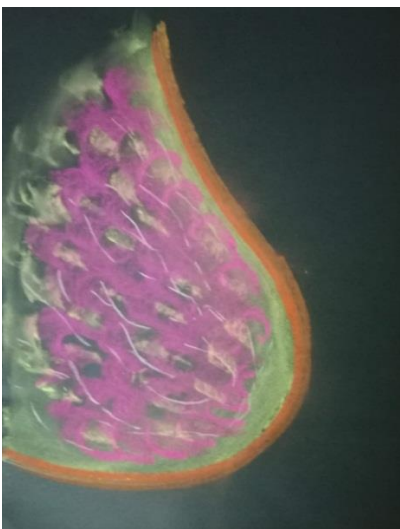
**Figure 2.** Colored drawing of breast cancer Stage # 1 (Maria, 2022).



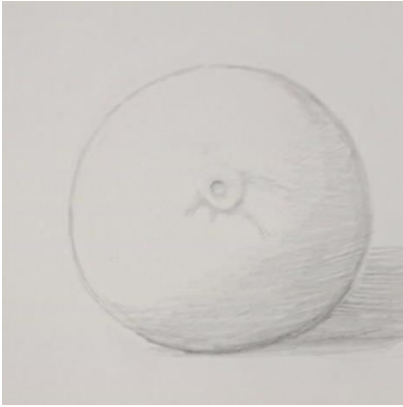
**Figure 3.** Colored drawing of breast cancer Stage # 2 (Maria, 2022).



**Figure 4.** Colored drawing of breast cancer Stage # 3 (Maria, 2022).



**Figure 5.** Colored drawing of breast cancer Stage # 4 (Maria, 2022).



**Figure 6.** Drawing of symptoms of breast cancer on orange (Maria, 2022).



**Figure 7.** Drawing of symptoms of breast cancer on orange (Maria, 2022).



**Figure 8.** Veins are visible on orange (Maria, 2022).



**Figure 9.** Lump is created (Maria, 2022).

## **Conclusion**

Breast cancer, now a days are very common in male and female and a thoughtful increase among the age of thirty in Pakistan. Which is highly dangerous. Yearly many females and males are being diagnosed with this disease. Inappropriately, mostly cases are being identified in the late third stage and fourth stage. The only reason behind this is the poor health awareness in females even in males about breast cancer. If a person has basic health literacy regarding breast cancer symptoms, risky aspects and self-examination of breast, they can avert and uncertain this disease through self-examination of their breast and inform health consultants about their warning signs. Health literacy is very important, if someone has sufficient knowledge of breast self-examination method, he or she can overwhelm the disease. For this purpose, medical sector, health care departments, different health organizations, NGOs, motivational speakers, dominated personalities, different brands and companies and the celebrities from the TV and Cinema even from social media conduct assessable different responsive sessions of breast cancer awareness between young women and men in Bahawalpur. It is also perceived that unfortunately mostly youngsters had inappropriate breast cancer awareness. It is also anticipation that this research study conclusions will notify appropriate establishments and correspondingly assist them in evolving sociable breast cancer awareness sessions for youngsters.

## **Recommendations**

1. Good health indicates that person should aware with the structure of the breasts.
2. When somebody detects any transformation in on the breast skin, he or she should report it to a medical officer instantly.
3. During pregnancy, changes in breasts size and tenderness are quite normal; however, inform the doctor is very important.
4. Anyone feels unfamiliar changes in the breasts particularly a lump, skin hardening or wrinkling.
5. Self-examine the breast regularly.
6. Medical teams and health care department conduct the frequent session and communicate the male and female how they can safe their life from the disease.

## References

1. Arshad, S., ur Rehman, M., Abid, F., Yasir, S., Qayyum, M., Ashiq, K., ... & Ashiq, S. (2019). Current situation of breast cancer in Pakistan with the available interventions. *Int J Biosci*, 11(6), 232-240.
2. Bano, R., Ismail, M., Nadeem, A., Khan, M. H., & Rashid, H. (2016). Potential risk factors for breast cancer in Pakistani women. *Asian Pacific Journal of Cancer Prevention*, 17(9), 4307-4312.
3. Bibi, A., & Khalid, M. A. (2020). Death anxiety, perceived social support, and demographic correlates of patients with breast cancer in Pakistan. *Death studies*, 44(12), 787-792.
4. Gilani, G. M., Kamal, S., & Akhter, A. S. (2003). A differential study of breast cancer patients in Punjab, Pakistan. *JOURNAL-PAKISTAN MEDICAL ASSOCIATION*, 53(10), 478-481.
5. Jones, W. H. T. (1931). Hippocrates, Nature of Man. *Hippocrates*, 4, 11.
6. Harvey, J. A., & Strahilevitz, M. A. (2009). The power of pink: cause-related marketing and the impact on breast cancer. *Journal of the American College of Radiology*, 6(1), 26-32.
7. Khokher, S., Qureshi, M. U., Riaz, M., Akhtar, N., & Saleem, A. (2012). Clinicopathologic profile of breast cancer patients in Pakistan: ten years data of a local cancer hospital. *Asian Pacific Journal of Cancer Prevention*, 13(2), 693-698.
8. Littré, E. (1839). *Deuxieme livre des epidemies. Oeuvres completes d'Hippocrate*, 5, 43-71.
9. Majeed, A. I., Jadoon, M., Riazuddin, S., & Akram, J. (2016). Awareness and screening of breast cancer among rural areas of Islamabad capital territory, Pakistan. *Annals of PIMS ISSN*, 1815, 2287.
10. Malik, I. A. (2002). Clinico-pathological features of breast cancer in Pakistan. *Journal-Pakistan Medical Association*, 52(3), 100-103.
11. Masood Gilani, G., & Kamal, S. (2004). Risk factors for breast cancer in Pakistani women aged less than 45 years. *Annals of human biology*, 31(4), 398-407.
12. Masood, I., Saleem, A., Hassan, A., Sadeeqa, S., & Akbar, J. (2016). A quantitative study to assess breast cancer awareness among females in Bahawalpur Pakistan. *Cogent Medicine*, 3(1), 1236479.
13. Menhas, R., & Umer, S. (2015). Breast cancer among Pakistani women. *Iranian journal of public health*, 44(4), 586-7.
14. Raza, S., Sajun, S. Z., & Selhorst, C. C. (2012). Breast cancer in Pakistan: identifying local beliefs and knowledge. *Journal of the American College of Radiology*, 9(8), 571-577.
15. Saeed, S., Asim, M., & Sohail, M. M. (2021). Fears and barriers: problems in breast cancer diagnosis and treatment in Pakistan. *BMC women's health*, 21(1), 1-10.
16. Sakorafas, G. H., & Safioleas, M. (2009). Breast cancer surgery: an historical narrative. Part I. From prehistoric times to Renaissance. *European journal of cancer care*, 18(6), 530-544.
17. Simms, J. (2019). *The color pink is the color of hope. UWIRE Text*, 1-1.
18. Sohail, S., & Alam, S. N. (2007). Breast cancer in Pakistan-awareness and early detection.
19. Soomro, R., Faridi, S., Khurshaidi, N., Zahid, N., & Mamshad, I. (2018). Age and stage of breast cancer in Pakistan: An experience at a tertiary care center. *J Pak Med Assoc*, 68(11), 1682-1685.
20. Sulik, G. A. (2010). *Pink ribbon blues: How breast cancer culture undermines women's health. Oxford University Press. Drawings and Sketches, made on 2022 by the author of paper, Maria Ansari*