

## Online Lingerie Firm “Censory Lingerie” Supports “Breast Cancer Awareness Month” at censory.co.uk

Sunday 21 October, 2012

During the month of October, online lingerie firm Censory Lingerie is teaming up with Against Breast Cancer to support Breast Cancer Awareness Month.

Censory Lingerie, known for its [sexy lingerie](#), is putting itself in the spotlight once again this month. Having commenced trading in 2009, this year it hopes to raise awareness of breast cancer amongst women and men by supporting Against Breast Cancer's work and donating 10% of sales to the charity.

With around 50,000 cases of breast cancer diagnosed yearly, breast cancer is the most common form of cancer amongst women. Of these diagnoses, surprisingly 300 are men. Unlike common belief, it is irrelevant how large or small breasts are, and breast cancer does not necessary run in families.

With around 1 in 5 women affected by breast cancer being under the age of 50, the founder of Censory Lingerie, Lucy Brown, hopes that the new age of body awareness will see a more positive attitude amongst women who may not consider themselves "perfect".

"Women are becoming a lot more aware of their body, and learning how to enjoy it" says Ms Brown. "Gone are the days of the tall skinny models, these are now not considered the "norm". Lingerie companies are using size 14 mannequins to model their lines, and plus size ladies have a wider range of lingerie to suit their body types. In supporting Breast Cancer Awareness Month we want to emphasise the fact that every lady is "perfect" in their own way."

Censory Lingerie plan to offer a range of sexy mastectomy bras in the near future and hope that in the meantime donating 10% of their sales during the month of October will help in the fight against breast cancer, and the raising of awareness in younger generations.

"Breast cancer not only affects women physically, but emotionally and psychologically, and this is what we want to draw attention to. There is no such thing as the perfect figure and women who have had a mastectomy should not think themselves less attractive. Our bodies go through trials and tribulations in our lifetime, and we should be proud of what they achieve for us; not ashamed" says Ms Brown.

She hopes that, by including Censory's sales of Halloween range of costumes and accessories in this campaign, they will be able to raise around £400 for the charity. In addition to this Censory Lingerie will be donating 5 pence per new "like" on their Facebook page for those wanting to contribute but who might not have the money to do so. She hopes that this will also amount to approximately £100, bringing the overall figure to around £500.

Throughout this time, she plans to promote breast awareness by providing information for women and men on how to look after their breasts and the symptoms that might need further investigation. She also plans to support Against Breast Cancer's search for a vaccine against breast cancer via the charity's "Bra Recycling Scheme" run within the UK.

For further information on Censory Lingerie's Breast Cancer Awareness Campaign, or to find out how to support them, visit the [Censory Lingerie website](#). Alternatively, join them at their Facebook page to follow their releases throughout the month of October.

In support of "Against Breast Cancer". Against Breast Cancer is registered charity number 1121258. The charity is dedicated to funding ground breaking research to improve detection and increase survival after breast cancer diagnosis. Their ultimate goal is to discover a vaccine against breast cancer.

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