

R200,000 donation in aid of breast cancer

In support of breast cancer awareness, ISOPLUS raised a total donation of R200,000 through its PinkDrive campaign.



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The ethnic hair product company created a special edition of its number one selling Oil Sheen Hair Spray and donated R1 of every can sold to PinkDrive. The specially designed can was introduced to the market in the fight against breast cancer by raising funds for PinkDrive to help fund the maintenance and operation of the two mobile breast check units, driving the message that 'early detection saves lives'.

A total amount of R200,000 was donated to PinkDrive from September 2013 till April this year. "This donation will make an enormous contribution to keep our pink mammogram units on the road. We are extremely grateful for this generous donation," said Noelene Kotschan, Founder and Director of PinkDrive.

Enabling access to education, physical examinations and how to conduct breast self-examination

Mary Harris, the CEO of J.M. Products and whose family has been directly affected by breast cancer, said this partnership was in honour of J.M. Products co-founder and breast cancer survivor, Thelma Joshua. Harris understands the importance of breast cancer education and prevention, and is aware of its effects, especially on woman of colour. She feels it is our duty, as community leaders, to spread the word and live by example, as we all directly influence the people of South Africa. And she encourages women to get tested because early detection can save your life.

The planned objective of ISOPLUS involvement was to afford PinkDrive to continue funding their mobile breast check units and educational trucks throughout South Africa, with the aim of enabling various disadvantaged communities access to education, physical examinations and how to conduct breast self-examination. "We are privileged that we could give back to

this cause and to help PinkDrive ease their task," said Harris.

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