

Gleeden



Cerflom
LA FIN DU CANCER LE DÉBUT DE L'HOMME

**BREAST SELF-EXAM: 60% OF FRENCH WOMEN DO NOT KNOW HOW TO DO IT.
GLEEDEN ET CERHOM LAUNCH A BOOBS MOVIE TO RAISE AWARENESS ON BREAST
CANCER PREVENTION**



Paris, 10/14/2021 – On the occasion of Breast Awareness Month, Antoine de Bujadoux, the award-winning director of the “A balls movie” part 1 and part 2, strikes again: this time with a short film dedicated to breast cancer prevention through self-examination. Together with the release of the movie, an exclusive IFOP/Gleeden study unveils shocking statistics about the percentage of women still unable to self-examine themselves. Endorsed by CERHOM and sponsored by Gleeden, “A Real Boobs Movie” – A Boobs Movie – demystifies the act of self-examining and raises awareness about breast cancer prevention.

Starring actresses Malika Ménard, Eléonore Sarrazin and Marie-Christine Adam, “A Real Boobs Movies” takes place in a French boulangerie and explains through saucy pastry-inspired puns the right gestures for a correct breast self-exam. Thanks to an upbeat tone and funny dessert metaphors, the short film wants to spread awareness on the most frequent type of cancer among women and to demystify the shame around breast self-examination. Learning how to do this exam correctly and frequently is paramount: if detected at its earliest stage, breast cancer has a recovery rate of 87%*. The film also encourages the viewers to contact their physicians promptly so to get the best treatment possible.

Breast Cancer Awareness campaigns are paramount

Gleeden, the #1 discreet dating site made by women, and CERHOM, the French association for the fight against male cancer, join forces to raise awareness around breast cancer and promote educational campaigns on the subject. Thanks to a study conducted by IFOP – the French Public Opinion Institute - and commissioned by Gleeden, in fact, it is shown not only how 47% of women do not know how to perform a breast self-exam correctly, but also how 13% of them have not even heard of it.

Conducted among a sample of 1,017 women aged 18+, the IFOP/Gleeden study reveals that despite prevention practices having become more widespread among French women since 1994, the self-examination remains scarcely practiced. Today, 60% of French women do not have information on the topic or do not know how to do it correctly.

- > **44%** of French women have never gone through any type of breast cancer detection
- > **33%** of French women have never self-examined, although **40%** think the procedure is very important.

Solène Paillet, Marketing and Communication Director at Gleeden, explains: *"At Gleeden, we are proud to be an online dating platform made by women for women. Therefore, it was just natural for us to give our contribution on this fundamental subject. We are convinced that it's paramount to continue to raise awareness about breast cancer prevention practices. It's essential to learn how to properly perform the breast self-exam from a very young age, and not only after our 40s, since this very simple gesture can literally save lives. We promoted this movie because it gives us the chance to broadcast this message as widely as possible."*

Antoine de Bujadoux, director of the movie, continues: *"I'm very proud to present this social awareness movie, on a topic that is particularly dear to my heart. After the success of my last movies about prostate cancer awareness, I really wanted to do the same for women. Breast cancer remains one of the most frequent causes of death among women when, in many cases, it can be treated successfully up to a complete healing if caught in time! This is the reason why want to thank Gleeden and CERHOM to have trusted me to carry a message which, I hope, will save lives."*

François Kraus, head of the Gender/Sexuality department of IFOP comments: *"The results of this study unveil how Breast Cancer prevention and Self-examination are not as widespread as they should be among women"*.

[Watch the film here](#)

About Gleeden :

Created in 2009, Gleeden is the first website in Europe dedicated exclusively to people who are married or in a relationship and want to indulge in an extramarital affair. Managed entirely by a team of women to cater the needs of a female audience, Gleeden offers to its members a safe and discreet place where they can meet other people with the same desires and needs, in complete transparency and without any hypocrisy or lies. Over the past 12 years Gleeden has become the leading website in extramarital encounters in Europe and counts today over 8 million subscribers.

About CERHOM :

CERHOM (names that originates from the letter canCER and of HOMme - Men) is an association born thanks to the effort of Profesor Fizazi, oncologist and head of department of the Gustave Roussy de Villejuif Institute and sponsored by Romain DURIS and Baptiste GIABICONI. CERHOM has launched the very first telephone support line dedicated to male cancer.