

PRESS RELEASE

Every pink glove **filoskin**,
a **victory** against **Breast Cancer**

Athens, July 17, 2024

Cosmomed, a leading company in the market of medical products and personal protective equipment, is implementing an important Corporate Social Responsibility (CSR) action in support of the **Hellenic Association of Women with Breast Cancer "Alma Zois"**, aiming to support the prevention of breast cancer.

During the months of September and October, we will attempt to get as many professionals and consumers as possible to wear pink gloves in order to raise awareness about breast cancer prevention. The pink **filoskin** gloves will be worn by nursing and medical staff in private clinics and diagnostic centres but will also be made available to consumers through pharmacies. Part of the proceeds from the sales of the pink gloves will be donated to support the work of "**Alma Zois**".

The initiative, entitled "**Every pink filoskin glove, a victory against breast cancer**", aims to raise awareness among the female population of the importance of prevention.

More specifically, the campaign includes:

- **Use of pink filoskin gloves:** Nursing and medical staff in private clinics and diagnostic centres will wear pink **filoskin** gloves for two months, reminding women of the importance of regular prevention. The pink gloves will also be made available through pharmacies to end consumers.
- **Donation to "Alma Zois":** Part of the proceeds from the sales of the pink **filoskin** gloves will be donated to "**Alma Zois**", supporting the valuable work of the organization in informing, preventing and supporting women suffering from breast cancer.
- **Information campaign:** Banners at clinic entrances and waiting areas, as well as leaflets will be available to raise public awareness about breast cancer prevention.

Petros Zavakopoulos, Managing Director of Cosmomed said, "It is a great pleasure and honor for us to cooperate with "**Alma Zois**" in this important initiative. We have been observing for years the impressive results of early prevention, which is key to the treatment of breast cancer, and we hope that our campaign will encourage more women to include these necessary screenings in their lives."

While for this action, **Paraskevi Michalopoulou**, President of "**Alma Zois**", said: "Preventive screening and early diagnosis in breast cancer saves lives. Our goal at "**Alma Zois**" is on the one hand to get the message of prevention to every woman, and on the other hand to give women who are experiencing the disease the support and empowerment they need. That is why it is a pleasure to see companies with social responsibility and sensitivity sharing our message, recognizing our work and supporting it by investing in actions like this one. We thank Cosmomed for their support."