

“Breast Cancer Awareness Month has become a distracting sideshow, a situation sociologist Gayle Sulik explores in compelling depth in her new book, *Pink Ribbon Blues*.”—*Slate*

“Sulik takes us behind the pink curtain to a peculiar culture where sentimentality takes the place of scientific evidence, personal transcendence fills in for political action, and lofty platitudes replace actionable goals. *Pink Ribbon Blues* is the Frommer’s guide to the country of breast cancer.”—Sandra Steingraber, author, *Living Downstream: An Ecologist’s Personal Investigation of Cancer and the Environment*

“In this provocative and eye-opening critique . . . Sulik makes the case that breast cancer culture is increasingly frivolous and commercialized—with patients paying the price.”
—*Better Homes and Gardens*

“In this thoughtful and searing examination, Sulik shows how pink culture lurches from selflessness to selfishness, giving new meaning to the ferocity of survivors and she-roes.”
—Devra Davis, author, *Disconnect: The Truth about Cell Phone Radiation and Your Health* and *The Secret History of the War on Cancer*, Founder, Environmental Health Trust, and Visiting Professor, Georgetown University

Medical sociologist Gayle A. Sulik reveals the hidden costs of the pink ribbon as an industry, one in which breast cancer functions as a brand name with a pink ribbon logo. Based on historical and ethnographic research, analysis of awareness campaigns and advertisements, and hundreds of interviews, *Pink Ribbon Blues* shows that while millions walk, run, and purchase products for a cure, cancer rates continue to rise, industry thrives, and breast cancer is stigmatized anew for those who reject the pink ribbon model. Even as Sulik points out the flaws of “pink ribbon culture,” she outlines the positives and offers alternatives. The paperback includes a new Introduction investigating Susan G. Komen for the Cure and a color insert with images of, and reactions to, the pinking of breast cancer.

Gayle A. Sulik, Ph.D., is a research associate at the University at Albany (SUNY) and founder of the Consortium on Breast Cancer Culture. She was a 2008 Fellow of the National Endowment for the Humanities and is winner of the 2013 Sociologists for Women in Society Distinguished Lectureship Award for *Pink Ribbon Blues*.

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Pink Ribbon Blues

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Pink Ribbon Blues

How Breast Cancer Culture
Undermines Women’s Health

Updated
with images and a
New Introduction
on Recent
Controversies