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PINK RIBBON BLUES *How Breast Cancer Culture Undermines Women’s Health*

by Gayle A. Sulik PhD

(Oxford | October 1, 2012 | Paperback | 480 pages | \$21.95 | 9780199933990)

The pink ribbon has come to be a beacon of hope for many. A product decorated with the pink ribbon says to consumers, why not choose the item that comes with a charitable donation to a good cause? It is shocking to consider that the pink ribbon “brand” really is just that, a marketing ploy cleverly masked with a charitable emblem. And yes, finding the ribbon on consumer products, billboards, and in magazines has alerted many to the prevalence of breast cancer, but has it really done the job it set out to do in raising the kind of awareness that matters, or funding life-saving research and eradicating the disease?

In **PINK RIBBON BLUES: *How Breast Cancer Culture Undermines Women’s Health***, medical sociologist Gayle 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 extensive historical and ethnographic research, analysis of breast cancer advertisements and awareness campaigns, and hundreds of interviews with survivors and caregivers, Pink Ribbon Blues shows that while millions walk, run, and purchase products for a cure, cancer rates rise, industry thrives, and breast cancer is stigmatized anew for anyone who rejects the pink ribbon model. But there is hope, and not just the branded kind, as Sulik outlines alternative organizations that make a real difference and highlights what all of us can do to paint a future that is brighter than pink. 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.

ABOUT THE AUTHOR:

Gayle A. Sulik, Ph.D., is a research associate at the University at Albany (SUNY) and founder of the Breast Cancer Consortium. 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.

**** PINK RIBBON BLUES: *How Breast Cancer Culture Undermines Women’s Health*** by Gayle A. Sulik is also available as an ebook and hardcover.

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